



Matsunichi Wins '2nd Best of the Best for Executive' Award for Year 2004

Matsunichi always dedicates its resources to develop innovative products of high quality and advanced technology. To build a premium and trendy image, starting from its first appearance in the market, Matsunichi sponsored various kinds of activities to increase its brand awareness, invited hot singers to perform in its advertisement, and executed creative marketing and promotion campaigns to attract customers.

The series of innovative campaigns and marketing efforts was awarded the 'Best Portable Consumer Electronics Brand' of the '2nd Best of the Best for Executives' Award for Year 2004 from Capital Magazine.

This is the second occasion of the 'Best of the Best for Executive Award' for 10 different categories. Chosen by a panel of judges and professional editorial team of Capital Magazine, Matsunichi beat other four shortlisted candidates and was selected as the winner of the category of 'Portable Consumer Electronics'.

This award fully demonstrated Matsunichi's success in the 6 award criteria namely, marketing achievement, marketing strategy and positioning, advertising and promotion campaigns, product development, design and package, and after-sales services.

An award presentation ceremony was held on 26 Jun in New Era, Tsim Sha Tsui. Matsunichi showcased its latest products, Matsunichi MP3 'Go Fr33' series MF-206 and MF-208, in a catwalk show by models wearing its MP3 player under stunning lighting effects. The event's highlight was on the road show held on 26-27 Jun in New World Centre. All the winners of the awards displayed and demonstrated their latest products, generated a high level of public interest.

The 'Best of the Best for Executive' award recognized Matsunichi's commitment to bring outstanding consumer electronic products and services to its customers. It is also

a tremendous encouragement for staff of Matsunichi who always strive for their best. Matsunichi will continue its effort and deliver excellent service to satisfy customers' needs in the emerging world of digital information and communication.