

Getting back-to-school with Lexar

Lexar is adding some great incentives to get students excited about returning to school with a consumer promotion across all stores selling Lexar USB flash drives.

Anyone that purchases a Lexar JumpDrive USB flash drive or Lexar DRAM Netbook/Notebook module until the end of 28th February will be in the running to win a daily, weekly or monthly prize. Over \$20,000 of prizes are on offer, including daily copies of Norton 360 Anti Virus (\$129.95), weekly prizes of an HP Mini Atom Netbook (\$699) and two monthly major prizes of a complete student office including student desk and chair, HP Touchsmart PC, HP Photosmart all-in-one printer, Microsoft Office 2007 and a Logitech desktop package (\$6,785).

To enter, all customers need to do is simply SMS the last 6 digits of their Lexar product barcode plus their full name and state of residence to Tel: 1999 2653. Tear sheets of the offer are positioned beside the Lexar USB flash drive ranges in select store. A low res copy of the tear sheet is attached below for your reference. Full details of the promotion along with terms & conditions can be found on www.lexarbacktoschool.com.au

If you would like any more information about the back to school promotion from Lexar or the Lexar JumpDrive range or products please contact Kya de Rome on +61 2 9212 3848 or kya@kinetics.com.au.