

Kingston to Launch HyperX Girl Design Contest

Seeking The Perfect Girl Virtually!!

Sydney, Australia – 26 March, 2008 – Who says technology can't be fancy and fun? Who says memory only exists in your computer? Kingston Technology Company, Inc., the independent world leader in memory products, today announced the launch of HyperX Girl Design Contest, a contest for both amateur and professional character designers to create the perfect spokesperson for HyperX memory modules. From March 17 to April 30, the contestants can submit their works to compete with the designers from all over APAC region.

"Kingston's HyperX memory modules are specially designed for serious gamers and overclockers who want nothing but the best for their computers," said Vaughan Nankivell, regional manager, Australia/New Zealand, Kingston. "The aim of the contest is to find an original, vivid and creative character representing Kingston's HyperX series products."

Kingston is calling for all character designers out there to get their magic wands out and create a fun and cool original "HyperX Girl". To reward the talented designers, Kingston is offering prizes worth almost USD 20,000. All candidates will stand a chance of displaying their artwork at Computex 2008.

Spicing up the contest, Kingston gets everyone involved in decision making. Simply go to www.hyperxgirl.com from May 5 to May 20 and vote for your favorite HyperX girl design. Every voter has a chance to win the fantastic Kingston products. Come and join the contest. It's time for your character to sparkle and shine!

For more information on the HyperX Girl Design Contest, please visit <http://www.hyperxgirl.com>

For more detailed information on Kingston USB products, please visit the Kingston Web site at: www.kingston.com/anz or call toll free on 1800 649 469.

About Kingston Technology Company, Inc.

Kingston Technology Company, Inc. is the world's largest independent manufacturer of memory products. Kingston designs, manufactures and distributes memory products for desktops, laptops, servers, printers, and Flash memory products for PDAs, mobile phones, digital cameras, and MP3 players. Through its global network of subsidiaries and affiliates, Kingston has manufacturing facilities in California, Taiwan, China, Malaysia and sales representatives in the United States, Taiwan, China, India, Australia, New Zealand, Europe, Russia, Turkey, and Latin America. For more information, please visit www.kingston.com/anz.

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