



NEWS RELEASE

SGX-listed ECS Holdings Signs Strategic Distributor Agreement With Japan's Buffalo, Enhances Storage & Networking Portfolio

Buffalo taps leading regional ICT solutions provider, ECS to accelerate its market share in South East Asia and China

Singapore, May 9, 2007 – SGX Mainboard-listed ECS Holdings Limited (“ECS”), a leading regional Info-Comm Technology (“ICT”) solutions provider, announced today that it has signed an agreement to be the strategic distributor in the South East Asian region and China for Buffalo Inc. (“Buffalo”) of Japan, a global leader in the design, development and manufacturing of complete computer peripheral solutions such as wired and wireless networking, storage and memory products.

Under the regional agreement, ECS will be the sole distributor for Buffalo products in Singapore, Thailand, Malaysia, Indonesia and the Philippines and one of the key distributors in China. The two companies will jointly expand Buffalo's footprint across the region, developing new sales channels in existing markets and establishing sales channels in new countries outside of Buffalo's traditionally strong home market, Japan.

Existing and new resellers in the expanded markets will gain access to the entire range of products manufactured by Buffalo – which recorded sales of USD 1.2 billion for the year ended 31 March 2007 ('FY2007') – from ECS. This array includes products like USB Flash, External Hard Drives (DriveStation and MiniStation), Network Attached Storage (LinkStation and TeraStation) and Wireless Networking (AirStation).

“As technology sales opportunities increase in emerging markets in Asia namely South East Asia and China , more and more manufacturers like Buffalo are seeking out a regional distribution partner to help them grow their presence here,” said Mr. Tay Eng Hoe, Group CEO of ECS. “As a leading regional distributor with offices in China, Singapore, Thailand, Malaysia, Indonesia and the Philippines, ECS is well-positioned to widen Buffalo's footprint across the region.

“We have an extensive network of more than 18,000 channel partners who represent a balance of the home and enterprise market. Hence, we believe we can create the ideal platform for Buffalo's regional expansion programme,” he added.

“Today, Asia is pivotal to any growth strategy and Buffalo is eager to accelerate its share in this economic powerhouse. Our previous strategy was to sign up with an individual distributor in each country and this is the first time that we have decided to partner with a single



distributor across several countries. This is because ECS has a comprehensive network across six countries including China which is extremely synergistic. This ensures a smooth and easy flow of operations which is important to expedite our regional growth strategy," said, Mr. Hidetoshi Yamaguchi, Managing Director and Member of the Board of Buffalo.

In addition, we believe that ECS' skilled marketing, technical support and sales teams will help us to identify new sales opportunities and demand with speed, precision and accuracy in the short term. Over the longer term, this will help to firmly establish the Buffalo brand among the relevant audiences," added Mr. Yamaguchi .

With more than three decades of computer peripheral experience, Buffalo has always appreciated the importance that channel partners play in building the Buffalo brand and expanding market share and works with numerous distributors globally.

Through this new distribution agreement with ECS, Buffalo aims to extend its sales territories to include four new markets namely Thailand, Malaysia, Indonesia and the Philippines and strengthen its presence in Singapore and China.

"ECS is continually on the lookout for opportunities to strengthen our relationship with top ICT vendors and to tap the growing ICT trends across the region. Buffalo has a very strong portfolio of networking and storage products especially NAS, which is one of the fastest-growing segments in ICT today. Hence, this partnership adds a new dimension to our current enterprise offerings as we continue to improve margins by concentrating on the sale of higher margin products against a stronger economic outlook and higher ICT spending in the region," added Mr. Tay.

###end of release###

Issued on behalf of the Company by WeR1 Consultants Pte Ltd:

Media contact information:

WeR1 Consultants Pte Ltd
29 Scotts Road
Singapore 228224
Mona Leong, Reshma Jain, Woo Joen Wai
Tel: (65) 67374844; HP: (65) 8200 9339
monaleong@wer1.net; reshma@wer1.net;
woojw@wer1.net

ECS Holdings Limited.
19 Kallang Avenue #07-153
Singapore 339410
Sharon Boh-Friberg
HP: (65) 91808062
Sharon.bohfriberg@ecs.com.sg

About Buffalo Inc:

Buffalo, Inc., based in Nagoya, Japan, is a leading global provider of award-winning networking, memory, storage and multimedia solutions for the home and small business environments as well as for system builders and integrators. With three decades of networking and computer peripheral experience, Buffalo has proven its commitment to delivering innovative, best-of-breed solutions that have put the company at the forefront of infrastructure technology.



For more information about Buffalo and its products, please visit www.buffalo-asia.com.

Buffalo, Inc. trademark statements. Buffalo is a trademark of Buffalo, Inc. All other trademarks mentioned herein are the property of their respective owners.

About ECS Holdings Limited:

Listed on the Main-board of the Singapore Exchange since 2001, ECS Holdings Limited (“ECS”) is a leading ICT products and services provider, serving and supporting a wide regional customer base. The Group has 33 offices in six countries namely China, Thailand, Malaysia, Singapore, Indonesia and the Philippines.

The Group’s three main businesses are Enterprise Systems, IT Services and Distribution. Its Enterprise Systems Division designs, installs and implements IT infrastructure for companies, while its IT Services Division provides a comprehensive range of professional, technical support and training services. Leading IT vendors use ECS’ network of over 18,000 channel partners in the region to distribute their products. The Group has a consistent profit track and a management that is focused on operational excellence to achieve sustainable profit growth and enhance shareholder returns.

For more information, please log onto: <http://www.ecs.com.sg>