



## **Memorysolution takes over Peak Electronic Vertriebs GmbH**

### **The European memory specialist adds the proven memory brand Mustang® Memory already established since 1993 to its product portfolio**

**Breisach am Rhein, Germany, June 02, 2008** – Effective June 1<sup>st</sup>, 2008, Memorysolution GmbH has completely taken over Peak Electronic Vertriebs GmbH in the course of an asset deal. The takeover of the specialist distributor for memory modules especially well established in trade and the PC industry allows Memorysolution to benefit from strong synergies. The brand recognition in international markets, long-standing experience and proven reliability of Peak Electronic combined with the rights on the high-class brand "Mustang® Memory" successfully in the market for already 15 years optimally complement the portfolio of Memorysolution GmbH. The Karlsruhe-based enterprise will continue its business activities as the fourth national subsidiary of Memorysolution.

Gerald Diercks, Managing Director of the Memorysolution, is very pleased on the successful completion of the deal: "The takeover of this very well-positioned memory specialist clearly strengthens our presence in the industrial customer segment. I am particularly pleased about Mr. Michael Kalinowski and Thomas Heilmann joining our team. Both of them are highly qualified employees with long-standing experience in the memory business, further boasting the overall level of expertise of our team."

Michael Kalinowski, former General Manager of Peak Electronic Vertriebs GmbH and future head of the Karlsruhe subsidiary adds: "I am very glad to become a part of the successful Memorysolution team. Our mission always has been to provide a steady quality, reliable and timely delivery all over the country as well as to offer an extensive service level and to pursue new product ideas with vision and engagement. Being an integral part of Memorysolution now opens quite new dimensions for us to pursue these common goals."

Also the extended memory module portfolio of Memorysolution stands for 100-percent reliable A-brand memory modules from renowned state-of-the-art production plants with 10-year guarantee. Supplying top quality at a reasonable price tag always has been a basic philosophy of Memorysolution. The company is especially proud to once more live up to their motto "enjoy the experience" and to be able to offer their valued customers the field-proven Mustang® memory modules as an additional option.

Mustang® memory modules can be ordered through Memorysolution GmbH with immediate effect.

#### **About Memorysolution**

Founded in 1997, Memorysolution GmbH today is the leading independent specialized supplier for proprietary memory expansions, Generic Modules and flash-based products in Europe. Offering memory modules manufactured by Qimonda, AENEON™, Hynix, OCI and Mustang® Memory as well as flash memory products made by SanDisk and the private brand MaxFlash™, Memorysolution sets standards in regards to quality, price and reliability. The product portfolio is completed by the Original PenDrive® as well as other USB products and MP3 players made by Lavod and GBE. Three national branch offices, a fully-owned subsidiary in the US and the imminent opening of a subsidiary in Asia lay the foundations for a globally operating enterprise. Founder and Managing Director of Memorysolution GmbH is Gerald Diercks. Please find more information at <http://www.memorysolution.com>

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