



Memorysolution: 10 years of success in the world markets

Already for a decade the name Memorysolution stands for capability, quality and reliability at a competitive price tag when it comes to DRAM or Flash memory. Withstanding the extreme decline in prices of up to 80% for both DRAM and NAND flash, this difficult year again was mastered successfully, and further expansion is in the pipeline already. To celebrate the jubilee, for a period of ten weeks each week a special anniversary offer will be presented to customers. Additionally, high-class consumer electronics items are offered in a sweepstake.

Breisach am Rhein, Germany, December 3, 2007 – It all began quite decent at December 1, back in 1997 in some small office in a residential area in the northern part of Breisach. Ten years later, the former Start-up that once had found its market niche distributing memory expansion for so called 'proprietary memory modules' has quietly turned into an international market leader. Specialized in the distribution of DRAM and NAND made by the worlds' leading semiconductor manufacturers, Memorysolution GmbH today is the leading independent specialized supplier for proprietary memory expansions, Generic Modules and flash-based products in Europe.

For Gerald Diercks, founder and Managing Director of Memorysolution, organic growth from internal and a politics of „not talking big but deliver the goods“ are the keys to success: “Talking big and presenting ourselves in-your-face never was the fashion of Memorysolution. Quite rather we are known for conducting business in a relaxed manner - nevertheless very closely calculated when it comes to price - so typical for people living in the beautiful vicinity of our HQs in the stretch of Germany not without reason dubbed as the “Tuscany of Germany”. Looking back on the year of 2007 that turned out to be an “Annus Horribilis” for both the DRAM and NAND industry, business was severely negatively affected by the unprecedented decline in prices. While most of our competitors acted quite reserved during this depression, we continued to carry out our expansion plans right according to our schedule. We broadened our product portfolio, extended the Customizing business, added manpower to our team; we opened another domestic subsidiary, put in operation our new and spacious logistics centre, and last but not least set the course for further international expansion. Especially proud however we are for one fact, which needs to be mentioned here: throughout all the year we are able to have our team participate in our higher-than-average business success by means of a employee profit sharing – not coming quite natural these days.“

Despite having gone through the same ups and downs in the market that all market participants had to overcome, Memorysolution had already finalized the first half of the year 2007 – against the common trend - with an impressive positive business result. Not resting on our laurels, however further measures to improve on efficiency and customer satisfaction were initiated.

At CeBIT 2007, Memorysolution announced the distribution of DDR2 memory manufactured by OCI. In the D-A-CH region (Germany, Austria, Switzerland), the unique and patented fully RoHS compliant DRAM memory modules are available exclusively through Memorysolution. Also, the distribution of MaxFlash, offering a complete range of flash-based memory components was announced. Subsequently, the online shop underwent a complete redesign. In the next step www.myusb.de went online. Using the portals' software interface customers can design individualized USB media and order them straight away.

In July 2007 the new domestic subsidiary Rhein/Ruhr was opened. Staffed with two IT experts specialized in the sales of customized IT- and CE components for the advertising and promotional industry, the customizing business is carried out from there. Catering that special purpose, the online portal www.memorysolution.de/de/products/werbeartikel.html was created. At the same time our new logistics center with cargo handling and office space of more than 600 sqm went into operation at the seat of our headquarters in Breisach. Only recently we happily joined into this strategic cooperation with another top player in the world DRAM and NAND market. Memorysolution GmbH has been announced as new distributor for the CE market by Hynix Semiconductor Inc. (HSI), the world's top tier memory semiconductor supplier offering Dynamic Random Access Memory chips and Flash memory chips to a wide range of established international customers. Further globalization is put in the pipeline already; the opening of a Memorysolution subsidiary in Asia is imminent.

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"Our special and sincere thanks today go to our valued customers, that uncompromised conducted business with us through all these hard times; but also to all our well-motivated team at Memorysolution, that never stopped to substantially contribute to our sustained success with outstanding expertise and a congenial kind of providing their qualified support," Gerald Diercks closes.

To mark the anniversary, a sweepstake in form of a crossword puzzle will be been put online on the corporate web pages. Memorysolution will give away ten high-class CE items as material prizes to winners of the raffle. Among those, the top three are a 32-inch LCD-TV made by Toshiba, a BOSE® ACOUSTIMASS® 5 Series III Home Cinema Speaker System and a DVD recorder made by Panasonic.

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 made by Qimonda, AENEON™, Hynix and OCl as well as flash memory products made by SanDisk and 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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