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Press release

APC reinforces its leading position on the CIS retail market

The company is involved in the Digital Consumer Channel CIS Forum

APC, a leading supplier of services and solutions for comprehensive availability of enterprise systems, is taking part in Digital Consumer Channel CIS – the annual forum for representatives from the CIS retail market. From 14 to 17 June 2006 at the Meridien Moscow Country Club the company will present a number of new and already well-known developments for this segment of the market.

This forum is a major event that brings together top-level purchasing managers and major suppliers to the IT market. APC will present a wide range of its solutions for the retail market, including the Back UPS BK line and new Back-UPS ES solutions. Other items on show will include the APC Biometric Password Manager, new universal notebook batteries, SurgeArrest® network filters (Essential, Home/Office and Performance), and new TravelPower™ Case models.

“The retail solutions market is no less a priority for us than the segment for comprehensive corporate developments,” explains the Head of APC in Russia and the CIS, Ilya Zvonov. “Events of this kind present an excellent opportunity to again demonstrate the advantages of our solutions, and to acquaint specialists with APC’s latest developments. This year, alongside our participation in sector-based exhibitions and forums, we plan to open demo-centres in Kazakhstan and Ukraine, where a significant part of the exponents will be dedicated precisely to such solutions. Thanks to these and other initiatives we continue to reinforce our leading role in the dynamically developing and highly promising region of the Commonwealth of Independent States.”