



PRESS RELEASE 05-10

new products 2010

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THE CURRENT EGO PRODUCTS RANGE IS UNDER REVIEW. CUSTOMER PANELS HAVE BEEN ESTABLISHED TO EVALUATE THE PRODUCTS. ELEMENTS THAT EGO IS LOOKING AT ARE TECHNICAL SPECIFICATIONS, DESIGN, USABILITY ETC. DESIGNERS ARE NOW WORKING ON NEW INNOVATIVE PRODUCTS SUCH AS NETBOOKS AND NEW BRIEFCASES. PLANNING IS TO LAUNCH NEW PRODUCTS AT THE END OF 2010. OFFCOURSE THE CURRENT SUCCESFULL RANGE WILL REMAIN AVAILABLE AND ALSO THE CUSTOM BUILT OPTION IS STILL AN OPTION FOR OUR CUSTOMERS. THE NEW MANAGEMENT UNDER THE LEADERSHIP OF NEW CEO MARCO AARTS IS NOW WORKING ON EXTENDING THE DISTRIBUTOR NETWORK AND AT THE SAME TIME INVESTING IN NEW PRODUCT LINES.