



## Targus Announces Eco-Friendly Laptop Cases

*The New EcoSmart™ Cases Launch A Company-Wide Initiative in Becoming More Eco-Friendly*

London (September 2008) - Targus, maker of the world's top-selling laptop computer cases and accessories, today announced its first line of eco-friendly laptop cases in EMEA. Targus' new EcoSmart™ Series of laptop cases are made from 100% recycled Polyethylene Terephthalate (PET) which is commonly used in packaging and bottles and is totally recyclable. In addition, all metal components on the cases are nickel free which means that they are totally recyclable at the end of their life.

The new cases represent the first step of Targus' company-wide initiative to being an eco-conscience company. The Targus commitment to green encompasses the company's goal to promote a corporate culture of environmentally-friendly design, sourcing, operating and manufacturing practices.

"Targus understands the need for programs and practices that will make a contribution to the environment," said Al Giazon, vice president of marketing at Targus. "Our green initiative demonstrates our dedication to reducing the negative impact on natural resources by not only providing environmentally-friendly products, but also by incorporating eco-friendly practices company-wide to help preserve our natural resources."

The EcoSmart range of green cases consist of products for the corporate and retail environment and come in five attractive styles: Business Casual Messenger (TBM014EU), Business Casual Top Loader (TBT043EU), Backpack (TEB010EU), Clamshell Case (TCC017EU) and a Top Loading Case (TET021EU).

All of the cases fit 15.4" laptop computers and include generous user friendly pockets specially designed for stowing items. The backpack has adjustable shoulder straps and 3D air mesh padded back panel and handle for added comfort. Both the Clamshell and Top Loading case have trolley pass-through making them ideal for travel. The Backpack, Clamshell and Top Loading cases also have a removable, quilted laptop sleeve that can be used on its own to protect the laptop while in business meetings or at home.

Backed by a limited lifetime warranty, Targus' new EcoSmart laptop cases will be available across EMEA from November 2008.

For more information on Targus, please visit the company's website [www.targus.com/emea](http://www.targus.com/emea)

### About Targus

Targus pioneered the notebook computer carrying case. By partnering with corporations, retailers and OEMs to provide the best possible protection for notebook PCs, Targus continues to define and shape the market for portable computing accessories. As the leading global supplier of portable solutions, Targus Group International has offices on every continent and distributes in over 145 countries. Targus Europe has offices in Europe, Middle East and Africa and is a Targus Group International company