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Leading European Computer Retailers Honor Vendors of Consumer Technology at RetailVision Europe Fall 2004 Event

New Retail Technology Products from More Than 55 Vendors Earn Recognition From More Than 140 Retailer Executives; Hardware, Software and Digital Home Technologies Highlighted

Egham, U.K., 23 September, 2004 — Europe's premier computer retailers recognised vendor companies for their technology innovation and channel strategies at the "Best of RetailVision Europe Awards" held during the RetailVision Europe Fall 2004 Event, 21 – 23 September at the Arabella Sheraton Grand, in Munich, Germany. For the past 13 years, the "Best of RetailVision Awards" have been acknowledged as one of the computer retail industry's leading honors.

More than 140 retailer executives from more than 20 European countries attended the event to preview, review, and evaluate the latest technology and programs from more than 55 vendor companies. Retailers voted for seven major award categories – best product in hardware, software, accessories and digital home; best presentation; best retail strategy; and best vendor.

The awards program is the culmination of the RetailVision Europe business agenda that facilitates retail partnerships by bringing retailers and vendors together in boardroom presentations and private one-on-one meetings. The business activity at the event influences the buying decisions made by retailers as they prepare to stock their shelf space in more than 8,000 outlets and online stores across Europe.

"RetailVision Europe brought together another strong and representative audience of top retailers from across the European marketplace, and this Fall's awards program reflects the ongoing innovation by vendors in the consumer technology space," said Samantha Allwork, director international, Gartner Vision Events. "The event continues to showcase the new products and partnerships that are creating momentum in the European retail channel, including the fast-growing digital home technologies category."

The winners of the latest "Best of RetailVision Europe Awards" were as follows:

- Best Hardware Product: Tom Tom and Unibrain
- Best Software Product: Nero
- Best Accessories Product: Battery Technology

- Best Digital Home Product: Hewlett-Packard
- Best Presentation: Samsung Pleomax
- Best Retail Strategy: Samsung Pleomax
- Best Vendor: Tom Tom

For further information on the “Best of RetailVision Europe Awards”, please contact Samantha Allwork at +44 1784 268404 or visit our Web site at www.rve2004.com. RetailVision Europe is produced by Vision Events in cooperation with Levin Consulting (www.levinconsulting.com).

About Vision Events

Vision Events, a Gartner company, is a leading producer of highly focused channel Events that bring together the leading Vendors and Resellers in private boardroom appointments to form strategic partnerships and secure new business in the technology sector. Additional information about Vision Events can be found on the Internet at <http://www.visionevents.com>.

About Gartner

Gartner, Inc. (NYSE: IT and ITB) is the leading provider of research and analysis on the global information technology industry. Gartner serves more than 10,000 clients, including chief information officers and other senior IT executives in corporations and government agencies, as well as technology companies and the investment community. The Company focuses on delivering objective, in-depth analysis and actionable advice to enable clients to make more informed business and technology decisions. The Company's businesses consist of Gartner Intelligence, research and events for IT professionals; Gartner Executive Programs, membership programs and peer networking services; and Gartner Consulting, customized engagements with a specific emphasis on outsourcing and IT management. Founded in 1979, Gartner is headquartered in Stamford, Connecticut, and has more than 3,500 associates, including approximately 1,000 research analysts and consultants, in more than 75 locations worldwide For more information, visit www.gartner.com.

About Levin Consulting

Founded in 1988, Levin Consulting is the largest and most experienced channel consulting firm in the high-tech industry. With dedication to the profitable sell-through of technology products, Levin Consulting has provided more than 150 clients, including Intel, Compaq, IBM, HP, Microsoft, and many others, the strategic insight and rich understanding of the market necessary to develop successful channel marketing strategies. With three locations in the United States, a thriving European office & one in Shanghai, China, our resources help companies succeed in a variety of channels. For more information, visit www.levinconsulting.com.

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