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PRESS RELEASE

PLAISIO COMPUTERS S.A.

**THE FIRST RESULTS FROM INVESTING DURING THE CRISIS BECOME
VISIBLE**

With the main event the completion and the opening of the new management, logistics and distribution centre – a 26m. euro investment – which characterized the second trimester of 2009 the following are noted:

The decrease of expenses is significantly bettering despite the aggravation from the increased depreciations, due to the Magoula investment. In the second trimester the expenses were decreased (taking into consideration financial expenses) by 10,1% compared to the relevant period in 2008.

The notable decrease in inventories (by 12,5 m. euro) and the healthy decrease of receivables (by 2,6 m. euro) make for the improvement in the operational cash flows from -10,6 m. euro in the first 6month period of 2008 to +2,8 m. euro in the first 6month period of 2009.

An important reason for the positive signs of the sales in the second trimester was also the realization of the after sales service of ACER, HP and TOSHIBA laptops. The users of the three brands are promptly enjoying the privileged support that Plaisio offered.

More specifically, sales decreased their rate of deterioration from -14,5% (91,6 m. euro) in the first trimester of 2009 to -12,3% (84,1 m. euro) in the second trimester, further establishing its leading position in the Greek market.

As a result of the above mentioned, the Group has at the one hand decreased its profitability by 77,8% (EAT) in comparison to the 6 month period last year, but on the other hand achieves to remain in profitability, being one of the few in its branch.

(amounts in th. euro)	GROUP				PARENT COMPANY			
	HY 2009	Δ%	Q2 2009	Δ%	HY 2009	Δ%	Q2 2009	Δ%
Sales	175.652	-13,45	84.053	-12,26	173.850	-13,68	83.288	-11,98
EBITDA	4.866	-41,84	2.070	-40,76	5.018	-40,03	2.140	-40,07
EBT	1.478	-72,27	456	-75,54	1.675	-68,58	586	-69,90
EAT	835	-77,81	242	-80,97	1.031	-72,64	370	-72,58

