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A SOLUTION FOR TOUGH ECONOMIC TIMES: REDEMTECH LAUNCHES RED RABBIT™ BRAND OF REFURBISHED COMPUTERS TO OFFER BUSINESSES, CONSUMERS QUALITY, AFFORDABLE IT OPTION

— Branded Marketing and Broader Distribution Help Redemtech Clients Achieve Maximum Value for Their Surplus Equipment, Protect Environment by Reducing E-Waste —

Columbus, Ohio—Redemtech, a world leader in IT asset disposition and Technology Change Management (TCM) services, today launched its Red Rabbitt™ brand of refurbished computers and accessories, the latest evolution in the company's [Sustainable Computing](#) strategy aimed at extending equipment lifecycles to protect the environment while making a positive impact on IT's bottom line.



The Red Rabbitt product line, available at www.RedRabbitt.com, features a wide range of top-brand business-grade desktop and notebook computers, refurbished to the highest standards and upgraded to meet OEM specifications. All Red Rabbitt computers feature the certified genuine Windows® XP Professional operating system.

In addition to online sales, Red Rabbitt computers are available through Redemtech sister company Micro Center retail stores. Additional product is available through direct sales at 888.RED.RAB1 (733.7221), including special pricing and custom configuration on volume orders. Red Rabbitt will also be available through employee purchase programs offered by Redemtech clients.

The launch of Red Rabbitt supports Redemtech's Sustainable Computing initiative by enhancing the value of its clients' surplus equipment through better marketing and retail distribution and providing businesses and consumers with a reliable source for quality refurbished computers. Redemtech customers already receive a substantially higher rate of return on remarketed assets when compared with industry averages. With the launch of the new Red Rabbitt brand, enterprise service customers will receive up to a 40 percent increase in their commission share of remarketing proceeds. "The key to Sustainable Computing is to make longer lifecycles the right thing to do for the environment as well as for the bottom line," said Robert Houghton, president of Redemtech. "By improving financial incentives to extend the lifecycle of computers and delivering quality refurbished product for consumption, we can reduce the amount of electronic scrap that enters the waste stream and provide an economical alternative to new equipment."

In increasing the value of its TCM clients' surplus and retired hardware, Red Rabbitt builds on Redemtech's pioneering efforts as an early participant in the Microsoft Authorized Refurbisher (MAR) program, which enables the company to install genuine Windows XP software licenses on refurbished PCs at below-market cost. Redemtech played a key role in establishing the MAR program in late 2007.



The Red Rabbitt brand will address a wide range of technology needs for businesses, including: environments with less intensive technology needs; companies that continue to need a steady supply of trailing edge technology and the Windows XP operating system to run proprietary applications; IT enterprises looking to extend the life of their mature, stable Windows XP and hardware environments; or for special projects and temporary expansion.

“Compared with purchasing new equipment, Red Rabbitt will provide an attractive alternative for companies looking to reduce capital expenditures,” said Jill Vaske, Vice President, Sales. “Because the computers are business grade and professionally refurbished and updated, Red Rabbitt is a brand consumers and businesses can turn to with confidence when looking for ways to save money without sacrificing quality or performance.”

Red Rabbitt computers go through Redemtech’s rigorous reconditioning process including complete data-wiping, OEM-level testing, cleaning and all the repairs and upgrades necessary to meet MAR standards. It also includes the installation of genuine Microsoft Windows XP, complete with a new Certificate of Authenticity (COA), End-User License Agreement (EULA) and a recovery media pack with a back-up copy of the operating system. The new COA constitutes proof that the computer is fully licensed for the operating system installed and ensures consumers complete access to free web-based OS support and software updates from Microsoft as well as an upgrade path to Windows Vista or future Microsoft operating systems.

“Red Rabbitt is an exciting new product offering for Micro Center,” said Kevin L. Jones, VP-Merchandising of Micro Center. “It provides high quality, business-grade computers at attractive price points and helps us better serve the growing community of eco-conscious buyers. The Red Rabbitt product also helps us fill the gap for customers looking for legitimate Windows XP software, and its retail packaging and reinstallation CD are big selling points.”

Red Rabbitt refurbished computers also come standard with a limited 90-day replacement warranty and toll-free technical assistance from Redemtech. They are also preinstalled with free 60-day trials of Microsoft Office Professional 2007 and ESET® Smart Security with NOD32 software that protects against spyware, viruses and spam. Recycling services for Red Rabbitt products will be available for purchase from Redemtech, and also at Micro Center store locations.

To generate additional revenue for TCM customers and reduce e-waste, the Red Rabbitt product line will also include a wide range of refurbished accessories, such as mice, cables and adapters. The accessories will be sold through Micro Center and direct to businesses and consumers, as well as included with Red Rabbitt refurbished computers in the near future.

Nonprofit organizations can acquire Red Rabbitt computers through the Community Microsoft Authorized Refurbisher (Community MAR) program, which enables Redemtech to install the Microsoft Windows operating system and Office Suite for a \$5 administrative fee. Red Rabbitt is available to nonprofit organizations directly from Redemtech or through its partnership with [TechSoup](#). Redemtech also offers free asset recovery and recycling services for all technology donations the company processes, helping to ensure charities responsibly recycle the computer equipment at end of life.

Environmental Benefits of Refurbish

Purchasing refurbished rather than new equipment also offers significant environmental benefits. According to United Nations University, manufacturing a PC requires 1.8 tons of raw materials, about the same amount as required for a mid-size automobile. Plus, the process uses approximately 240 kilograms of fossil fuels—81 percent of the energy the computer will use throughout its life.

According to Redemtech analysis, an increase in reuse of computers by U.S. businesses of just 1 percent would create environmental savings equivalent to:

- ▶ The electricity required to power 72,600 households for a year.
- ▶ Greenhouse gases produced by 51,300 passenger cars in a year.
- ▶ Hazardous waste equivalent to the weight of 276,600 bricks.

Additional information on Redemtech's Sustainable Computing initiative is available at www.redemtech.com/sustainablecomputing.

About Redemtech

Redemtech Technology Change Management (TCM) services help organizations increase IT asset utilization and assure regulatory compliance during technology transitions. Redemtech provides an outsourced solution to TCM that uses best practices and automated technologies to implement and manage processes for deploying, redeploying and decommissioning computer systems. Redemtech clients can realize a 40 to 70 percent reduction in asset recovery and disposition costs, while achieving 100 percent warranted data security and environmental compliance assurance. Redemtech is a wholly owned subsidiary of Micro Electronics, one of the largest privately held technology companies in the United States. For more information on Redemtech visit www.redemtech.com.

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