



Logitech Expands Notebook Essentials Line

Company Working with Major Retailers to Make Shopping for Notebook Accessories Easier

FREMONT, Calif. & ROMANEL-SUR-MORGES, Switzerland, Jun 20, 2007 (BUSINESS WIRE) -- Logitech (NASDAQ:LOGI) (SWX:LOGN) today announced that shopping for the essential peripherals that complement a notebook PC just got easier. The company has expanded its line of notebook PC essentials and is working with retailers to conveniently display and merchandize notebook essentials in a way that matches the right set of products to the right notebook user.

Logitech's new peripherals include two Logitech(R) Alto(TM) notebook stands, the Logitech(R) Kinetik(TM) notebook cases, the Logitech(R) Premium 4-Port USB Hub for Notebooks and the Logitech(R) Cordless Number Pad for Notebooks. These new peripherals further expand Logitech's line of notebook products, which also includes notebook mice, webcams, headsets and speakers, and also establish two new notebook peripheral categories for Logitech: notebook cases and USB hubs.

As notebook PC sales overtake desktop PC sales, a more diverse set of people are enjoying the benefits of the compact notebook. A recent Logitech-sponsored study of more than 1,000 notebook users highlighted four types of notebook users: people who use their notebooks largely around the home; younger professionals and students who use their notebooks at home, in the office and about town; technology enthusiasts who take and use their laptops almost everywhere; and mobile professionals. By identifying and grouping products according to these user profiles, Logitech and its retail partners make it easy for people to find the notebook products that best fit their needs.

"Although notebooks were originally designed for mobile professionals, today, we know that a broad range of people are buying them instead of traditional desktop PCs," said Charles Seiber, Logitech's director of marketing for notebook solutions. "The days of thinking that there is only one type of notebook user - the road warrior - are gone. We recognize that each notebook user has a specific set of needs and deserves a shopping experience that's customized to meet those needs."

While on-the-go professionals might enjoy the productivity benefits offered by highly portable notebook mice or the ability to keep in touch with family members using a notebook webcam, people who use their laptop around the home are more likely to appreciate the comfort benefits of mice and notebook stands. By providing valuable consumer insights and a rich selection of products tailored to each of the identified notebook user profiles, Logitech has been able to help major retailers better organize products in the notebook-accessories aisle.

"In Europe, Media Markt is already seeing the benefits of this new initiative," said Dr. Steffen Stremme, Member of the Board, Media-Saturn-Holding GmbH. "It is clear to us that Logitech's insights, coupled with our expertise, are bringing an easier and more relevant shopping experience for customers surfing the notebook accessories aisle."

In addition to its new retail initiative, Logitech today introduced a rich selection of new notebook products that includes notebook stands, cases and productivity tools.

Notebook Stands - For Better Posture and Enhanced Comfort

Logitech's family of Alto notebook stands help make the notebook experience more comfortable. The new Logitech(R) Alto(TM) Connect and Logitech(R) Alto(TM) Express, along with the original Logitech(R) Alto(TM) notebook stand, introduced last year, improve comfort by raising the laptop display to a more optimal viewing height and distance, and by creating space for a comfortable, full-size keyboard and mouse. And because the notebook is elevated, the Alto stands minimize contact with the uncomfortable heat generated by a notebook PC and improve cooling-fan circulation.

Notebook Cases - For Portability

Logitech's two new notebook cases - the Logitech(R) Kinetik(TM) 15.4 Backpack and the Logitech(R) Kinetik(TM) 15.4 Briefcase - offer a stylish and flexible take on the traditional notebook case. The Kinetik 15.4 Backpack and Kinetik 15.4 Briefcase both feature an exo-shell casing, which helps protect the laptop from damage, and a contoured back panel, which conforms to the back. A unique compartment design provides organized bays for devices, and instant, easy access to the

laptop and other equipment. Made from lightweight, durable materials, these notebook cases are easy to carry and built to last.

Notebook Productivity Tools - For Better Performance

The Logitech Premium 4-Port USB Hub for Notebooks provides laptop users with high-speed file transfer (up to 480 Mbps) and port indicator lights. It also features a distinctive black design and a carrying case. The Logitech Cordless Number Pad for Notebooks has convenient shortcut keys that enable effortless data entry to Microsoft Excel(R), calculator, and Internet Explorer(R). A micro-receiver using 2.4 GHz wireless connectivity helps provide seamless operation and snaps into the number pad for easy transport. Other helpful features include an extended battery life of up to six months, a battery indicator-light and a convenient carrying case.

Pricing and Availability

The Alto Connect notebook stand is expected to be available in the U.S. and Europe beginning in September with a suggested retail price of \$79.99 U.S. The Logitech Alto Express is expected to be available in the U.S. beginning in July and in Europe beginning in August. It has a suggested retail price of \$29.99 U.S., while the original Logitech Alto stand has a suggested retail price of \$99.99 U.S.

The Logitech Kinetik 15.4 Backpack and the Logitech Kinetik 15.4 Briefcase are expected to be available in Europe in mid-August and in the U.S. in September. Both cases have a suggested retail price of \$99.99 U.S.

The Logitech Premium 4-Port USB Hub for Notebooks (MSRP \$29.99 U.S.) and the Logitech Cordless Number Pad for Notebooks (MSRP \$39.99 U.S.) are available now in the U.S. and are expected to be available in Europe in July.

About Logitech

Logitech is a world leader in personal peripherals, driving innovation in PC navigation, Internet communications, digital music, home-entertainment control, gaming and wireless devices. Founded in 1981, Logitech International is a Swiss public company traded on the SWX Swiss Exchange (LOGN) and on the Nasdaq Global Select Market (LOGI).

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