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## **TECHWORKS KNOWN AS LEADER IN CUSTOMER SATISFACTION**

### **New Survey Rates TechWorks Highly in Product Quality, Service**

AUSTIN, Texas—April 29, 1997—Computer enhancements provider TechWorks, Inc. today announced the results of an independent customer survey which reveals a remarkably high level of overall satisfaction with TechWorks customers in the Macintosh market place. 93 per cent of survey respondents who provided a rating gave TechWorks high scores on product satisfaction, while 79 per cent rated the company highly on service satisfaction. A high rating is based on a survey score of 7 or above, with a rating of 1 being “least satisfied” and a response of 9 being “most satisfied.” The survey was written by a Ph.D. candidate in the Marketing Department of the University of Texas and conducted by an independent marketing firm.

The survey shows that TechWorks’ commitments to quality products, customer service, and technical support continue to drive customer satisfaction to a higher degree. In addition, the majority of survey respondents indicated that they would strongly recommend TechWorks products to a friend.

“TechWorks has maintained a tradition of building strong customer relationships,” said Mike Frost, TechWorks president. “What this survey indicates to me, however, is that building quality products is the first step in reaching overall customer satisfaction. I’m pleased to see that the Macintosh market values our products so highly. The high level of product reliability and services customers have come to expect from TechWorks will be an essential ingredient in attracting new consumers in personal computer enhancements. And I’m confident that, with our proven record of established customer satisfaction, TechWorks will appeal to a vast majority of PC owners who are looking for quality enhancement products that are also backed by our dedicated sales and technical staff.”

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**TechWorks Survey Results**  
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TechWorks' mission is to be the leading supplier of computer enhancement products, and to maintain a 100% commitment to customer satisfaction. TechWorks produces more than 500 enhancement products for more than 2,500 different computer systems. TechWorks, Inc., founded in October of 1986, has more than 140 employees worldwide and distributes its products in more than 15 countries. The company's worldwide headquarters is in Austin, Texas, with European sales and service headquarters located in the United Kingdom. In 1996, TechWorks grossed more than \$100 million, making it one of the nation's most successful privately-held companies. TechWorks can be found on the Internet at <http://www.techworks.com>.

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