

FOR IMMEDIATE RELEASE

For More Information, Contact:
Dale Smith, TechWorks
512-794-8533
512-794-0024 (Fax)

TECHWORKS ANNOUNCES APPOINTMENT OF NEW SENIOR SALES/MARKETING EXECUTIVE

AUSTIN, Texas—April 9, 1997—Computer enhancements provider TechWorks, Inc. announced today that John Higgins has joined the company as senior vice president of sales and marketing. Higgins will oversee all sales and marketing functions in the company, including both inside and outside sales as well as product marketing programs. In addition, he will be responsible for enhancing TechWorks' visibility within the various channel segments.

Higgins has served in a number of key executive positions, most prominently as senior vice president with both Bell Micro and AmeriQuest Technologies. Higgins has also served as vice president of product management at Merisel, Inc. and as vice president of marketing with Tech Data Corporation. In addition to these positions, he served as vice president of national accounts with Computerland after working for over a year as the managing director of that company's Australian subsidiary. Prior to these executive appointments, Higgins worked in various management positions during his 16 years of service with IBM.

"John brings more than 20 years of experience in sales and marketing to TechWorks," said Mike Frost, TechWorks president. "His background will compliment our advance into the PC market, as a provider of computer enhancements. John's impressive background as a proven leader in the high-tech industry, coupled with his knowledge of sales and product marketing programs, makes him uniquely suited to lead TechWorks to an even stronger role in the PC market."

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

-more-

TechWorks Appoints Sales/Marketing Exec
Page 2 of 2

200 enhancement products for more than 2500 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 over \$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>.

#