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For More Information, Contact:  
Tim Alban, TechWorks  
512-345-0600  
512-346-0680 (Fax)

## **TECHWORKS INC. CELEBRATES 10TH ANNIVERSARY**

### **LAST DECADE BRINGS MAJOR CHANGES IN COMPUTER MEMORY UPGRADES, CHIPS**

AUSTIN, Texas --Oct. 7, 1996 -- TechWorks, Inc., a leading developer and manufacturer of high performance computer memory upgrade products, celebrates its 10 year anniversary in an industry that has seen radical technological and pricing changes over the last decade. Founded in 1986 with a capital investment of only \$500 by TechWorks President Mike Frost, the firm now serves computer users worldwide with offices on three continents and revenues exceeding \$100 million.

“In the last decade, TechWorks has grown from a small software-oriented startup, to a significant manufacturer in the memory upgrade marketplace,” said Frost. “In those ten years, we’ve seen dramatic and exciting changes in the industry. We’ve seen it through its most robust, and also its roughest times. And we’ve seen technology change as well. 32-bit DRAMS are now commonplace - a reaction to the needs of the newer more powerful PCs and elaborate software suites. And, of course, the new Synchronous DRAM modules are opening up a whole new spectrum of memory never before possible without the new memory technology. We’d like to invite present and future customers and our constituents to join TechWorks in January at MacWorld when we celebrate this decade milestone and provide a striking preview of what’s to come, continued Frost.”

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For the small and medium-sized companies, the new affordability in memory translates into cost effective access to critical applications and technology such as Windows 95, networking and the internet. Now, with a relatively small investment, companies can increase their business' technology performance.

Since 1986, TechWorks has been providing add-on performance products for personal computers, laser printers and workstations to millions of users worldwide.

A few key TechWorks historical milestones include being the first company to offer a lifetime money-back guarantee on its memory modules, and the first manufacturer to offer a memory installation kit. TechWorks' "Outrageous Customer Service" also includes 24-hour replacement, and unlimited toll-free technical support. It is these support services for hundreds of different products for more than 2500 different systems that have earned TechWorks a dominant worldwide position with many of the Fortune 500 companies, original equipment manufactures, resellers and educational institutions.

TechWorks timeline includes:

- 1986 Company founded with software emphasis
- 1988 Emphasis shifts to after market memory modules
- 1988 First memory module company to offer lifetime warranty
- 1989 First memory module company to offer memory installation kit
- 1991 Entered retail channel
- 1993 Expanded to Europe with purchase of UK company

- 1995 Opened Hong Kong office
- 1995 Named EDS preferred PC memory supplier
- 1996 Expanded to South Africa with Venture Computing

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In 1991, TechWorks was one of the first to begin marketing its memory modules through retail outlets. At that time, TechWorks began packaging its memory under the CompUSA brand. Since then TechWorks retail network has grown to include retail outlets and resellers throughout the U.S. and in more than 15 countries.

TechWorks recently released its newest Memory Solutions Guide which helps end users select the appropriate memory upgrade modules for their particular PC or Mac OS computer. The 100-page guide is distributed worldwide, and is designed to be a quick, easy-to-use reference for specifying computer memory upgrades. The publication includes memory upgrade configuration guides for more than 1,000 computers manufactured throughout the world. A memory configuration system is also available on the TechWorks web site at <http://www.techwrks.com>.

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