

## Acer announces participation in "Tata Sky Another Ferrari Summer" contest

*Ferrari fans get a chance to win their very own Acer Ferrari Notebook*

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Acer India, one of the world's top three branded PC vendors has announced its participation in the '**Tata Sky Another Ferrari Summer**' contest on NDTV 24x7 channel as part of their "Another Ferrari Summer" program.

This exciting contest tests viewers' knowledge of the famous Ferrari car brand and gives 3 lucky Tata Sky subscribers a chance to win an **Acer Ferrari Notebook** sitting in the comfort of their home. The contest has commenced from 22 September and will go on till 21 October, 2007.

**Mr. S. Rajendran, GM - Sales & Marketing, Mobility & Display Products Group, Acer India**, said, 'The '**Tata Sky Another Ferrari Summer**' contest is designed at hyping our customers' enthusiasm levels during the festival season and as a special initiative for Tata Sky users. The contest gives Tata Sky users who love Ferrari, a chance to win their very own Acer Ferrari notebook just by pressing the red trigger.'

**Mr. Vikram Mehra, Chief Marketing Officer, Tata Sky Ltd**, said, 'Tata Sky has been a forerunner in providing customers with cutting edge technology and on-demand services. Tata Sky subscribers have been enjoying a number of exclusive interactive applications with unique contests & promotions adding to their viewing experience. 'The Tata Sky Another Ferrari Summer Contest' is another addition to Tata Sky's interactive services. This contest is being offered exclusively to Tata Sky subscribers through the hugely popular Red button feature and will provide three lucky Tata Sky subscribers a chance to win Acer Ferrari Notebooks.'

The contest requires a Tata Sky subscriber to use the '**Press Red Trigger**' that is displayed on **NDTV 24x7 from 10:00pm on Saturday to 12:00pm on Sunday** every week. When the viewer presses Red on their remote control, the contest screen announcing the question and the choices of the answer will be displayed. The question, which is based on the Ferrari brand, will change every week. When the viewers press the relevant number button on the remote control to choose their answer, a keyword and encrypted code will be displayed. This keyword and code need to be sent to 56633 via SMS. This service will be launched on the press of the **Red trigger** button. The 3 lucky winners of the Acer Ferrari notebook will be selected after the contest is over.

'The response this contest has already received from fans of Ferrari and of our notebooks is tremendous. With initiatives like '**Tata Sky Another Ferrari Summer**', we hope to increase the visibility of our products and presence even further.' continued Mr. Rajendran.

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### **About Acer**

Acer ranks as the world's No. 3 branded PC vendor, designing easy, dependable IT solutions that empower people to reach their goals and enhance their lives. Since spinning-off its manufacturing

operation, Acer has focused on globally marketing its brand-name products: mobile and desktop PCs, servers and storage, LCD monitors and high-definition TVs, and handheld/navigational devices. Acer's unique Channel Business Model is instrumental to the company's continued success. The model encourages partners and suppliers to collaborate in a winning formula of supply-chain management, allowing Acer to provide customers with fresh technologies, competitive pricing, and quality service. Established in 1976, Acer Inc. employs 5,300 people supporting dealers and distributors in more than 100 countries. Estimated revenue for 2006 is US\$11.31 billion. Please visit [www.acer.com](http://www.acer.com).

### **About Tata Sky Ltd.**

Tata Sky Ltd., the JV between the TATA Group and STAR is committed to offering viewers the best of pay television through its nationwide satellite television service. Tata Sky offers subscribers a wide array of television channels and a host of new-age interactive services. For more information on Tata Sky, visit <http://www.tatasky.com/>

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