

For Immediate Release

TigerDirect to Host 11th Annual *Build Your Own PC Race for Charity* Next Week at 2008 Consumer Electronics Show

MIAMI, FL – January 3rd, 2008 – TigerDirect, a leading retailer for consumer electronics and technology products, along with Systemax, AMD and Acer will again team up at next week's Consumer Electronics Show to sponsor the 11th Annual *TigerDirect Build Your Own PC Race for Charity*.

The *Build Your Own PC Race* is a fun charity event and competition for the technology editorial community supporting education and non-profit organizations with thousands of dollars in gear and cash. This year's event will be held from 5:30-8:00pm on January 7th at the fabulous Wynn Hotel and Resort in Las Vegas. The 30 participating technology journalists representing major media outlets and analyst firms including the *Wall Street Journal*, *G4TV*, *CNET.com*, *Revision3*, *Houston Chronicle*, *Wired*, *PC World*, *Maximum PC*, *Gizmodo.com*, *Computer Shopper*, and *Gartner*.

Over the course of its 11-year history, the event has raised almost \$2 million dollars in cash and computer equipment for needy schools and non-profit organizations. TigerDirect along with the event sponsors donate the computers used during the event to the charities designated by the participants. The top three winners also receive a total of \$13,500 in cash that is also donated to their designated charities.

The objective of the *Race* is to determine who can assemble a computer based on the AMD Phenom™ 9500 processor in the fastest amount of time. Last year's winner, Charlie Demerjian of *The Inquirer*, assembled his PC in just 6 minutes and 47 seconds, winning the event for the third straight year. He designated Saint Paul (Minn.) - based Wingspan Life Resources as the recipient of his computer and the \$10,000 first prize cash donation.

To find out more about the race, be added to the VIP list, or to see a list of this year's participants, visit www.charitypcrace.com, or send an e-mail to RSVP@charitypcrace.com.

To learn more about the event's main sponsors, please visit the following race sponsors at www.tigerdirect.com, www.systemax.com, www.amd.com and www.acer.com.

About TigerDirect

TigerDirect serves the needs of both personal and business computer users, selling consumer electronics, computers, digital media technology and peripherals via retail stores, catalog and Internet channels. TigerDirect is a subsidiary of Systemax Inc (NYSE: SYX). Visit www.systemax.com for more information.

About Systemax Inc.

Systemax Inc. (www.systemax.com), a Fortune 1000 company, sells personal computers, computer supplies, consumer electronics and industrial products through a system of branded e-commerce web sites, direct mail catalogs, relationship marketers and retail stores in North America and Europe. It also manufactures and sells personal computers under the Systemax and Ultra brands and develops and markets ProfitCenter Software, a web-based, on-demand application for multichannel direct marketing companies.

Media Contacts:

Ted Miller
Max Borges Agency – San Francisco
415-863-8212
tedmiller@maxborgesagency.com

Matt Shumate
Max Borges Agency – Miami
305-576-1171 x15
mattshumate@maxborgesagency.com