

For Immediate Release

TigerDirect.com Beats out American Express and Overstock.com to Win LinkShare's Annual Affiliate's Choice Award

MIAMI , FL – June 22nd, 2007 – TigerDirect.com, a leading online retailer for consumer electronics and technology products, has won LinkShare's annual *Affiliate's Choice Award* at the company's 4th Annual Golden Link Awards banquet held earlier this week in New York City. The *Affiliate's Choice Award* is voted on by LinkShare's affiliate community and awarded to the online retailer that has best fostered strong partner relations and demonstrated compelling program initiatives over the past year. TigerDirect.com beat out American Express and Overstock.com for this year's award.

“Winning this award is a testament to the hard work that our product managers and buyers put in day in and day out to make sure our partners have the best chance of being successful,” explains Carl Fiorentino, President of TigerDirect.com. “We pride ourselves on our relationships and strive every day to make sure that working with TigerDirect.com is a win-win endeavor for all parties.”

LinkShare Corporation is a leading global provider of technology solutions, services and the distribution network e-retailers need to create, manage and optimize successful affiliate marketing programs. LinkShare clients are Fortune 500 and prominent companies doing business online, and include TigerDirect.com, J.C. Penney, 1-800-Flowers.com, American Express, Avon Products and Dell.

TigerDirect.com currently has over 30,000 affiliates in its 8-year-old affiliate program.

To schedule an interview with TigerDirect.com President Carl Fiorentino, please contact PR Representative Ted Miller at (305) 576-1171 x12 or by e-mail at tedmiller@maxborgesagency.com.

To learn more about the TigerDirect affiliate program, please visit www.tigerdirect.com and click on the “Affiliate Link.”

To learn more about LinkShare and the Golden Link Awards, visit www.linkshare.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.

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