

For Immediate Release

TigerDirect.com Changes Black Friday to Pink Friday

Making the Busiest Shopping Day the Most Charitable Day of the Year

Miami - November 14, 2007 - TigerDirect.com, a leading retailer of consumer electronics and technology products, is changing Black Friday to “**Pink Friday**” in an effort to make the busiest shopping day of the holiday season their most charitable day as well. The Pink Friday drive starts on the day traditionally known **Black Friday, November 23rd**, and runs through **December 31, 2007**. TigerDirect expects to donate more than a quarter million dollars from total sales and donations to the **Susan G. Komen for the Cure** for the fight against breast cancer.

TigerDirect.com always offers amazing deals, and **Pink Friday** will be no exception. TigerDirect will donate a minimum of \$100,000 to the **Susan G. Komen for the Cure** and customers will have the opportunity to donate \$1, \$5, \$10 or \$20 to their purchase as a donation in their name.

“We at TigerDirect.com see **Pink Friday** as a way to make a difference,” said Gilbert Fiorentino, CEO of TigerDirect. “Not only will we be offering outrageous deals, but we will be contributing to a world-wide, life changing effort with Komen that makes a difference every day.”

The color pink represents more than just breast cancer awareness. It symbolizes the promise between two sisters to find a cure for this deadly disease. That promise started the **Susan G. Komen for the Cure** and ignited the passion of millions to create a world without breast cancer. In recognition of this, all products and items sold on TigerDirect.com and will be shipped in specially designed pink boxes and the pink ribbon will be promoted on all catalogs, newspaper advertisements, web banner advertising, store signs and incorporated into the TigerDirect.com logo.

During **Pink Friday**, TigerDirect will feature a live webcast from 9 a.m. to midnight featuring product reviews, Q&A with audience, How-to tips and more. Live streaming will be powered by Stickam.com. The **Pink Friday** drive will take place on TigerDirect.com and at TigerDirect retail stores located in Miami, Orlando Park, IL, Naperville, IL, Hoffman Estates, IL, Raleigh, NC and Durham, NC.

This year, close to 35,000 fewer women are expected to be diagnosed with invasive breast cancer, according to data presented by the American Cancer Society (ACS). The decrease is attributed to earlier detection through screening, increased awareness, and improved treatments.

To learn more about TigerDirect.com, go to www.tigerdirect.com. For more information on Pink Friday, visit www.pinkfriday.org/press.

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 Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-800 GO KOMEN.

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