

Top 5 Consumer Electronics Buying Trends for Father's Day 2007 from Leading Online Retailer TigerDirect.com

MIAMI, FL – June 13th, 2007 – TigerDirect.com, a leading online retailer for consumer electronics and technology products, has released its first annual list of the Top 5 Consumer Electronics Buying Trends for Father's Day. These trends were identified by TigerDirect.com product managers from data and customer feedback during the period of May 14th to June 13th. With over \$1.75 billion expected to be spent on consumer electronics and computer-related gifts for Dad this year (National Retail Federation), these trends attempt to explain or at least shed light on where shoppers' money is going and why.

TigerDirect.com's Top 5 Consumer Electronics Buying Trends for the Father's Day 2007 include...

- **Trend #1:** *Low-cost, full-featured widescreen notebooks with Windows Media Center – not Vista – led the way in overall sales for the Father's Day shopping season - notebooks that fit this criteria ranked #1, 3, and 5 in sales on TigerDirect.com during this period – primarily for family use and as a second notebook for children for multimedia purposes (digital pictures, MP3s, videos, sending e-mails, etc.)*
- **Trend #2:** *Increased demand for large (50" and up) Plasma, LCD, and DLP TVs – as prices have come down, demand has gone up for the largest TVs, the biggest sellers on TigerDirect.com during the Father's Day shopping season*
- **Trend #3:** *Increased demand for widescreen 19" and 20" LCD monitors for the home computer – this comes from a combination of reduced prices and the need for larger screen sizes for multimedia purposes (movies, videos, pictures, etc.) – sales of 19" and 20" LCD monitors surpassed sales for all other monitors during the Father's Day shopping season*
- **Trend #4:** *Increased demand in external storage devices to store massive amounts of multimedia content including video games, digital pictures, videos, movies, and MP3s – also because they are portable and can be taken out of the house to share with friends, use at the office, while traveling, etc. – external storage devices cracked the overall Top 10 sellers list for TigerDirect.com for the first time ever during the Father's Day shopping season*
- **Trend #5:** *Sales of high-end cameras (10 megapixels and above) surpassed sales of all other digital cameras during the Father's Day shopping season – features - not price – appeared to be the deciding (and maybe primary) factor in the shoppers' digital camera purchasing decision*

To request an interview with TigerDirect.com President Carl Fiorentino to discuss these trends, please contact PR Specialist Ted Miller at (305) 576-1171 x12 or by e-mail at tedmiller@maxborgesagency.com.

To learn more about TigerDirect.com and check out the latest deals on this year's hottest Father's Day gifts, go to www.tigerdirect.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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