

For Immediate Release

TigerDirect.com Expands Consumer Electronics Offerings with the Addition of Toshiba Consumer Products

TigerDirect.com becomes a Toshiba Consumer Electronics Direct Account selling everything from HDTV's to HD-DVD Players, DVD Players and DVRs

MIAMI, FL – (June 4th, 2007) – TigerDirect.com, a leading retailer for consumer electronics and technology products, has announced that it is now a Toshiba Consumer Electronics Direct Account and will start selling a range of Toshiba products including HDTVs, HD-DVD Players, DVD Players and DVRs. The Toshiba product lineup will be available for sale on TigerDirect.com, in the company's catalogs and magazine inserts, in TigerDirect Outlet Stores, and with Tiger's TV shopping partners.

"The addition of Toshiba to our growing list of consumer electronics vendor partners shows our customers that we are committed to bringing them the latest and greatest technology products from the biggest names in the industry," says Carl Fiorentino, President of TigerDirect.com.

The move continues TigerDirect's rapid growth within the consumer electronics space and highlights the increased demand from their customers for these types of products at all four of the company's retail shopping outlets (web, outlet stores, TV, and print).

To learn more about TigerDirect.com, 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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