GLOBAL TECHNOLOGY DISTRIBUTION COUNCIL

GTDC

GTDC PC Market Index

Q1 2009 - Q4 2010

The GTDC established this quarterly index to support better understanding of the IT industry's recovery from a normalized starting point after the industry downturn struck in Q4 of 2008. The index, which begins in Q1 2009, is based on IT distributor sales-out data for the PC market category aggregated in The NPD Group Distributor Track® in the U.S. and Context SalesWatch – Distribution in Europe. Both services track a broad selection of products in their respective PC market categories, ranging from desktops, notebooks and tablets to workstations and servers.

GTDC members – the world's largest IT distributors – provide weekly sales-out data, including unit volume and average selling prices, to enable these comprehensive independent databases. For detailed insight into the PC market and all other industry categories, down to the SKU level, we encourage you to subscribe to these databases. Go to http://gtdc.org/research.php for additional information.

U.S. PC Market Index Highlights

The U.S. GTDC PC Market Index shows a steady 38-point increase over the past eight quarters. Related regional highlights include:

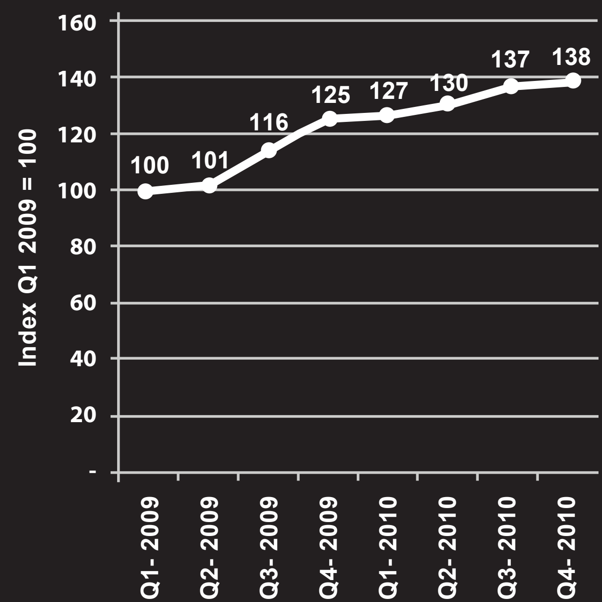
- Notebooks increased 31 points in overall revenue, driven by a 40-point increase in unit volume offset by a 6-point decline in average selling prices (ASPs).
- Desktops advanced 53 points on the index, primarily due to unit volume growth combined with a modest 3-point increase in ASPs.
- Bare Bones, Servers, Workstations and POS PCs all achieved overall growth, with increases in both ASPs and unit volume.
- Thin Clients and Terminals increased significantly in unit volume while ASPs declined.

Europe PC Market Index Highlights

The Europe GTDC PC Market Index rose a total of 35 points during the period, despite declines that occurred over the past two years in conjunction with normal seasonality trends.

- Unit volume accounted for most of the PC market category growth in Europe, led by notebooks, with ASPs remaining relatively flat throughout the period.
- Desktops, Servers (PC/Mac) and Workstations (PC/Mac) all achieved growth through increases in both unit volume and ASPs.
- Tablets (not including Pads) which had struggled to recover from a sales trough in Q2 2009, showed strong resilience in Q4 2010, ending 70 points higher.

U.S. PC Market Index
Powered by NPD Group Distributor Track®



Europe PC Market Index
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