



ONCE YOU KNOW, YOU NEWEGG.®

PRESS KIT | 2010

Learn More About Newegg!

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ONCE YOU KNOW, YOU NEWEGG.®

Newegg Inc. owns and operates www.newegg.com, the largest pure-play technology focused online retailer in the U.S., with over 13 million registered users and industry-leading customer service ratings. After only 9 years of operation, Newegg posted nearly \$2.3 billion in revenue (2009) and defined itself as a pioneer e-retailer focused less on hype and more on results.

Savvy shoppers (IT professionals, do-it-yourself enthusiasts, avid gamers, students, small-to-midsize businesses, and consumers) consider Newegg.com their top choice for computer products and consumer electronics. The award-winning website enables shoppers to search and compare a comprehensive selection of the latest high-tech products, view detailed descriptions, pictures, how-to instructions, and customer reviews as well as to connect with members of the technology and gaming communities.

Headquarters: : 16839 East Gale Ave., City of Industry, CA 91745

Web Sites: : www.newegg.com
: www.neweggbusiness.com
: www.newegg.ca
: www.newegg.com.cn

Year Founded: : 2001

Revenue: : \$2.3 billion in 2009

Mission: : Provide the best online shopping experience.
: Be the most loved and trusted e-commerce company on the web.

Motto: : "ONCE YOU KNOW, YOU NEWEGG.®"

Products/Services: : With over 43,000 consumer electronics and computer products available on Newegg.com, the company stands as the largest pure-play technology online retailer in the U.S. Its five state-of-the-art distribution centers, totaling over 1 million square feet, are strategically located across the U.S. to maintain an impressive practice of shipping 98.4% of orders within 1 business day or payment validation.

: Newegg.com's award-winning customer service is bolstered by live chat, a domestic call center and e-mail support available 365 days a year.

Philosophy: : Newegg.com provides a compelling online shopping experience, competitive pricing and broad product selection with a commitment to reliable and timely fulfillment. The site features easy navigation, detailed product information and images and over 1.6 million customer product reviews.

: Customer satisfaction is among the highest company priorities, combining comprehensive service with a "customer is always right" philosophy. Newegg Inc. owns much of its inventory and operates its own warehouse facilities to ensure a seamless and superior shopping experience.

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COMPANY

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Three Pillars of Excellence: : 1. Compelling Shopping Experience – Broad Product Selection, Abundant Information, and Competitive Prices
: 2. Reliable and Timely Fulfillment
: 3. Superior Customer Service

Employees: : 2,168 worldwide

Office Locations: : US: City of Industry, CA; Whittier, CA; Memphis, TN; Edison, N.J.;
: International: Canada, Taiwan, China

Founder: : Fred Chang, Vice Chairman and President Newegg China

OPERATIONS:

Annual Revenue (approximate): : 2009 - \$2.3 billion
: 2008 - \$2.1 billion
: 2007 - \$1.9 billion

Product Offerings: : over 43,000 unique items

Product Reviews: : 1,600,000+ (as of Dec 2009)

Products Breakdown: : Computer Hardware, Components and Software, PCs and Laptops, Networking, Car Electronics, Portable Devices, Home Theater, Audio and Video Equipment, Cameras and Camcorders, Cell Phones and Service, Gaming, Home and Garden Products, Small and Major Kitchen Appliances, Security and Surveillance Products, Clothing and Personal Care, Furniture, Office Supplies and Equipment, Green Products, Tools, Cables and Accessories, Newegg Gear

Site Features: : Broad product selection, detailed product information and specifications, quality high resolution product photos, advanced search options, peer reviews and testimonials, expert opinions and advice, rich media content

Order Fulfillment: : 98.4% of orders ship within 1 business days of payment validation
: Average delivery within 2.3 business days from date of shipment

Customer Support: : Domestic call center, live chat and e-mail support
: 7 days a week, 365 days a year

What does "Newegg" mean? : An egg is a symbol of birth and unlimited potential. The founders selected "Newegg" as the company name to signify the rebirth of e-commerce in the middle of the dot-com bust.

Registered Users: : 13,000,000+ (as of Dec 2009)

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Awards



Ratings & Certifications



Rankings

- Voted "Best Place to Buy Online" 7 years in a row; "Best Overall Online Store to Buy Tech" 6 years in a row; Best Place to Buy Desktop PCs, Laptops, PC Components and Upgrades, Printers and Peripherals - Computer Shopper (05/2010)
- Named Best Place to Buy Tech: #3 Hard Drives and Digital Cameras; #4 Laptops and HDTV; #5 Printers; #7 Desktops - PC World (05/2010)
- #5 in Top 25 PC Retailers; #12 in Top 100 Consumer Electronics Retailers in the US - TWICE Magazine (05/2010)
- #1 Minority-Owned Business in Los Angeles - Los Angeles Business Journal (2008, 2009, 2010)
- Gold Winner of the "Gomez Best of the Web" – "2009 Gomez Web Performance Awards" (01/2010)
- #2 in American Customer Satisfaction Index (ACSI) for 2009 – sponsored by University of Michigan and ForeSee Results (2010)
- #5 in Top 500 Computers/Electronics Internet Retailers; #12 Overall – Internet Retailer (05/2010)
- #15 in "American Express NRF Foundation Customer's Choice Awards" for 2009 (01/2010)
- #2 Web Site to Buy Computers and CE products online - Consumer Reports (11/2009)
- Recipient of "Business Leadership Award" - Asian Business Association (ABA) (2009)
- #1 Computers/Electronics E-Retailer – "ForeSee Results Customer Satisfaction Report" (05/2009)
- #11 in Top 100 Companies by Revenue; #13 by Gross Dollars of Growth - Inc. 500|5000 (2009)
- #234 in Forbes Largest Private Companies in America based on 2008 revenues (2009)
- In Top 100 Fastest Growing Private Companies in Los Angeles – Los Angeles Business Journal (2005, 2006, 2007, 2008)

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Bernard Luthi

Vice President of Marketing, Web Management and Customer Service

As a 15 year veteran of the technology and consumer electronics industry, Bernard Luthi has held executive roles with some of the largest entities in the field. During a 10 year term with Ingram Micro, the world's leading global technology distributor, Luthi's role grew in responsibility and impact as a Senior Group Manager of Reseller Marketing, Director of Partner Programs, and Director of Product Marketing.

Responsible for the Vendor and Category Management organizations as Vice President of Marketing for PC Mall, a leading direct marketer in the consumer and commercial space, Luthi's team empowered manufacturers to penetrate targeted end-user markets and drive incremental sales opportunities through effective go-to-market strategies.

Joining Newegg as a Vice President in 2006, Luthi has held several positions within the organization including Product Marketing and B2B Sales. His current role is VP of Merchandising, Marketing and Customer Service as well as Company Spokesperson. Luthi has a bachelor's degree of Business Administration from California State University, Los Angeles.



Michael Amkreutz

Vice President of Product Management

Michael Amkreutz joined Newegg in 2007 and currently serves as the Vice President of Product Management. His initial role overseeing the Home Entertainment and Displays Department has expanded to cover all product offerings, reflecting his success in developing and growing critical categories within Newegg's Consumer Electronics (CE) Division.

Mr. Amkreutz was most recently the Vice President of Sales and Product Management at LCD TV manufacturer HANNspree North America. His 15-year career in the electronics retail industry also includes tenures at Sharp Electronics and Toshiba Consumer Products.

Mr. Amkreutz holds a B.A. degree in Business Administration and Marketing from Western Washington University and a B.S. in Mathematics from Rutgers University.

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Press Release: Feb 24, 2010

Newegg Voted "Best Overall Online Store to Buy Tech" in Shopper's Choice Awards

Tech-Savvy Computer Shopper Readers Also Name Newegg the Best Place to Buy Desktop PCs, Laptops, PC Components and Upgrades, Peripherals and Printers

CITY OF INDUSTRY, CA--(Marketwire - June 4, 2010) - Popular online retailer Newegg.com is proud to announce it has been honored with the coveted "Best Overall Online Store to Buy Tech" Award in Computer Shopper magazine's "Shopper's Choice Awards" 2010 reader survey. In addition to bestowing this top-place recognition on Newegg, Computer Shopper readers also designated Newegg.com as "Best Place to Buy" in five other categories: Best Place to Buy Desktop PCs, Best Place to Buy Laptops, Best Place to Buy PC Components and Upgrades, Best Place to Buy Peripherals, and Best Place to Buy Printers.

Newegg was cited in Shopper's Choice Awards for its many outstanding features, including its "Daily Deals," competitive pricing on high-demand products, extensive product information (high quality images and 360° views, comprehensive specifications, over 1.6 million customer reviews, etc.), as well as the site's ease-of-use, search function simplicity, and speedy delivery.

Bernard Luthi, Newegg vice president of marketing, web management and customer service, noted: "Because they represent the preferences of such a large group of tech-savvy, influential consumers, the Computer Shopper Shoppers' Choice Awards are among the most coveted honors for technology retailers. Newegg's no-nonsense business model places the very highest priority on customer service, competitive prices and fast shipping. Our success among Computer Shopper readers six years in a row underscores the fact that Newegg continues to meet and exceed the expectations of our valued customers. We remain committed to delivering the best possible online shopping experience."

In a published statement Computer Shopper noted: "The site [Newegg.com] has been a well-stocked -- and well-liked -- online outlet for nearly a decade. It faces stiff competition from the likes of TigerDirect and Amazon.com, but for our readers, it remains the dominant go-to source for technology needs online. Indeed, Newegg.com has won the laurels for Best Overall Place to Buy Online for the last six years of this survey, this one included."

About Newegg

Newegg Inc. is the second-largest online-only retailer in the United States. It owns and operates Newegg.com (www.newegg.com) which was founded in 2001 and regularly earns industry-leading customer service ratings. The award-winning website has more than 13 million registered users and offers customers a comprehensive selection of the latest high-tech products, detailed product descriptions and images, as well as how-to information and customer reviews. Using the site's online tech community, customers have the opportunity to interact with other computer, gaming and consumer electronics enthusiasts. Newegg Inc. is headquartered in City of Industry, California.

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Press Release: May 14, 2010

Newegg Gives Back With "Small Business, Big Impact" Promotion

Nominate a Deserving Small Business to Win a \$15K NeweggBusiness Office Makeover and Many Other Prizes

CITY OF INDUSTRY, CA--(Marketwire - May 14, 2010) - Newegg Inc., the second-largest online-only retailer in the United States, is giving small businesses an opportunity to win big prizes with its "Small Business, Big Impact" promotion. From now through June 28, 2010, visitors to the company's B2B site, NeweggBusiness.com, will be able to nominate a deserving U.S. small business for the opportunity to win a \$15,000 office makeover Grand Prize. Two runner-ups will receive \$5,000 office stipends. Nominees and nominators will be eligible for more than \$30,000 in prizes from NeweggBusiness, Microsoft and Intel.

The "Small Business, Big Impact" promotion was created by NeweggBusiness as a way to recognize and reward the efforts of enterprises that make a positive impact on society and provide exceptional customer service. Winners will be selected by audience vote and a panel of judges. To help nominated businesses and their fans garner more votes, they have the opportunity to publicize their entry by sharing directly on popular social networking sites and blogs.

The campaign complements the recent launch of NeweggBusiness, offering a comprehensive selection of competitively priced high-quality office products. NeweggBusiness.com offers a wide range of business-oriented equipment and supplies: from the latest in office furniture and maintenance supplies to key consumables such as printer ink and paper, even "break room" supplies, like coffee and microwaves.

For full contest details and rules, please visit: www.neweggbusiness.com/impact

Quotes:

Bernard Luthi, vice president of merchandising and marketing for Newegg:

"Newegg believes small business is the foundation of our economy and way of life. Newegg itself was founded by a small team with big passion and has grown to become the second-largest online-only retailer in the U.S. Our 'Small Business, Big Impact' promotion will recognize small businesses that are making a difference."

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Press Release: Mar 17, 2010

Newegg.com Honored in 2009 Gomez "Gold Best of the Web" Awards

Newegg Leads in the Retail Product Order Category; Wins "Web Performance Award" in Recognition of Its Responsive and Reliable Retail Website

CITY OF INDUSTRY, CA--(Marketwire - March 17, 2010) - Newegg Inc., the second-largest online-only retailer in the United States, is proud to announce that Newegg.com has earned elite recognition with a 2009 Gomez "Gold Best of the Web" Award. Newegg is the 2009 "Web Performance Award" winner in Gomez' retail product order category.

Gomez, the Web performance division of Compuware, provides solutions for optimizing the performance, availability, and quality of Web and mobile applications. The 2009 "Web Performance Award" reflects the positive attributes of the Newegg experience, including its measured response time, availability and consistency of performance compared to competitors.

Bernard Luthi, Newegg vice president of marketing, merchandising and web management, noted: "Gomez is a well respected arbiter with proven expertise in evaluating website performance, availability and quality. This 'Gold Best of the Web' honor designates Newegg as a clear leader in delivering optimal Web site performance for our customers, a key component of the online shopping experience. Newegg remains firm in its commitment to continued innovation in the sphere of e-commerce, and strives to ensure total customer satisfaction every step of the way."

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