

Ego Lifestyle Wins Fashion PC Award; Now Available for Purchase at Avant Gallery.

Miami Beach, FL. January 28, 2008 – Starting the year 2008 in good fashion, Ego has won the heavily contested Microsoft Fashion PC award. The fashion PC award competition is an initiative of Microsoft to encourage development toward highly personal, premium quality designed Windows-based products.

The award shows the movement of the merely technical PC industry, toward one in which higher influences of fashion, premium quality materials and user desires are a crucial element. The jury recognized Ego as the embodiment of this movement.



For Ego the fashion PC award not only marks a technical validation for their leading role played in design, development and production of high-end luxury consumer electronics, but also recognition for their role in the forefront of developing the traditional computer market to one that takes user desires as a starting point.



Microsoft's founder, Mr. Bill Gates, handed over the fashion PC award to Ego Lifestyle during the 2008 Consumer Electronics Show (CES) in Las Vegas. The jury, consisting of three notable individuals from the fashion and technology industry, selected their

favorites and winner.

The jury included the following members: **Nigel Barker**, top fashion photographer and a judge on the hit TV show, "America's Next Top Model", Hip-hop trendsetter and fashion innovator **Tony Shellman**, and A-list fashion stylist and entrepreneur **Misa Hylton**.

Ego Lifestyle notebook computers are now available for purchase in the U.S. exclusively through Avant Gallery. Price for standard collection models are \$8,995, including one skin; special limited edition models start at \$24,995. For further information or visuals please peruse the links below or contact ego@avantgallery.com.

General Brochure: http://www.avantgallery.com/ego/Ego_Brochure.pdf
Specifications: http://www.avantgallery.com/ego/Ego_Specs.pdf
Skin Options: http://www.avantgallery.com/ego/Ego_Skins.pdf
Manufacturer website: <http://www.egolifestyle.com>

About Ego Lifestyle: The Netherlands-based company, established in 2003, is engaged in the design, production, distribution and marketing of luxury lifestyle products. To that end, Ego Lifestyle works closely together with leading international companies and organizations in the fashion, luxury and lifestyle sectors.

About Avant Gallery: Avant Gallery is a luxury lifestyle retailer specializing in a unique collection of personal products with the focus on artistic craftsmanship and cutting-edge design.