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ACW Distribution launches new web identity, www.acw-group.com.sg, harnessing the power of Web2.0

Singapore, 1 December 2008 – ACW launches web identity, www.acw-group.com.sg, harnessing the web to communicate its offerings globally.

The website is designed to reinforce its marketing strategies, through streamlining and enhancing its communications of the ACW brand. The revamp of the website, is part of the group's drive to achieve synergies across its four strategic business units, ACW Distribution, ACW Solutions, ACW Consultancy and ACW Services through a unified brand, ACW Group.

"We are thrilled to launch our revamped website that has been crafted specially for the ASEAN region. The website comes at a point of converging needs and taking advantage of the latest developments in web technologies; we are very pleased to have implemented Web2.0 features such as RSS feeds and Blog. We have also connected with the rest of the world through social networks such as Facebook and Twitter; you can even find us on our very own YouTube Video Channel!"

We believe that our website will be a great platform for collaboration with our vendors and partners, where resources can be shared and offerings communicated to the market, achieving marketing efficiencies. For our valued customers, our website is positioned as a dedicated informational portal to communicate enterprise to SMB security and networking issues and best practices." said Sam Chng, Country Manager for ACW Distribution ASEAN.

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<http://www.facebook.com/pages/ACW-Distribution/106366655281>

Find ACW on Twitter

<http://twitter.com/acwdistribution>

Find ACW on YouTube

<http://www.youtube.com/ACWSingapore>

About ACW Distribution

ACW Distribution Singapore Pte Ltd. is a Value-Added Distribution corporation for leading Enterprise Solutions in the Asia-Pacific region since 1986. We create IT solutions by integrating the "Best-of-Breed" products in the market and delivering them to the end user via an extensive network of trained and certified channel partners in the region. For further information, please visit www.acw-group.com.sg

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