



Have a stake in FIFA'10 World Cup with Amkette's "Predict the Score"

New Delhi, 28th June 2010: Your team might not win at this year's World Cup, but Amkette makes everyone a winner! With almost 15 days left for the FIFA World cup, Amkette, the makers of digital storage and lifestyle peripherals are excited to launch an online Football prediction game "Predict the Score" in which participants can predict the result of each match and win amazing prizes including World Cup Series flash drives, Amkette Flash TV, Black Diamond (keyboard & Mouse) combo and Keyboard with in-built mouse.

The contest has been started keeping in mind the ongoing football World Cup and its growing influence on Indian fans. However, unlike other football contests, "Predict the Score," is for every common man and for everyone to play. In this contest people need to predict the score of ongoing matches on a daily basis that could be based on a thought out analytical process or just a guess.

Amkette has created a Microsite, which gives detailed information about the contest. The microsite keeps a record of all winners and provides information about the terms & conditions of the contest. Moreover people can directly participate in this contest and get the latest news feed from Amkette Arena – Amkette's official fanpage on Facebook.

Mr. Nikhil Bapna, Manager, Product Development, Amkette, said that "He is very happy with the overwhelming response to the contest and believes that a platform of this kind certainly helps in building a long term relation with consumers." He also added, "We would like to welcome all sports enthusiasts to join us to participate in our promotion, and to really get into the spirit of the World Cup! This Amkette initiative promises a lot and will surely create a buzz among online users."

Check out these links:

<http://www.amkette.com/football/>
www.facebook.com/amkette.fans

About Amkette

The journey of the leader in storage media started with the successful launch of the Floppies under the same brand name. Headquartered in New Delhi and famous for its reliability, Amkette not only continues to dominate the storage market but also, its extensive product line at present includes flash media, optical media, peripherals, laptop essentials, storage & organization and imaging supplies.

Media Contact

Sadhika Madaan

EXL Public Relations

sadhikamadaan7@gmail.com

#09953315413

Rahul Gandhi

rahul.gandhi@amkette.com