

Due to the work of the agency Vis-À-Vis 2 Rives Communication

IMPORTEL LAUNCHES ITS NEW WEBSITE JUST IN TIME FOR E3

Lévis, June 1st, 2009 – Just in time for the E3 show, which is the largest exhibition in the field of video games and is held in Los Angeles, Importel carried out the on-lining of its brand-new completely re-designed Website. Its main goal: to get new licenses from video game publishers.

The making of the new Website is part of the expansion program of the company that maintains its last 5 year dazzling growth with an average of 20 to 30% per quarter, even in times of economic crisis.

A tool to promote the company among publishers

A delegation of 4 members of the company is currently in Los Angeles to attend a series of meetings and conferences with publishers in the video game industry in order to consolidate and expand its business ties.

Our new communication tool is essential to demonstrate the company's ability as a distributor of video games and accessories to publishers such as Sony, Nintendo and Microsoft. "We're a major player working in the big leagues and we want to emerge from the shadows", said Vice President and General Manager, Pierre Lefebvre.

"When meeting with the game publishers' representatives, it is essential to project a professional image that reinforces our reputation built up on the market since our inception in 1989", added Lefebvre.

Visibility for partners

To better sell Importel to publishers, the site also provides visibility for its partners, featuring their logos in the PARTNERS page with links that point to their respective Websites. In addition, a NEW RELEASES page gives visibility to the most anticipated products of each month. "This visibility should be most welcome by several publishers who will consider it value added to Importel's overall supply", said Lefebvre.

On the look-out for new customers

Importel also counts on its new Website optimized for search engines to find new customers. "While we are in a period of expansion, it is of prime importance for our

company to stand out on the search engines before the competition. The Website's design was especially made for this task", says the President, Annick Lefebvre. "It supports the efforts of our sales team in this area", she adds.

Importel is a Canadian distributor of video games and accessories that represents specialized independent retailers and franchisees. Celebrating its 20th anniversary this year, the Lévis-based company employs 20 people on a permanent basis. The company's reputation rests basically on personalized service, fast product delivery and competitive overall invoice.

www.importelinc.com

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For information:

Rémi Côté
Communication
Importel
Tel.: 418 836-4671
Remi.cote@importelinc.com

Annick Lefebvre
President
Importel
Tel.: 418 836-4671
Annick.lefebvre@importelinc.com