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## **TECHWORKS ANNOUNCES NEW COMMERCE WEBSITE**

### **Where Ordering Through Secure Transactions is Easier Than Ever**

AUSTIN, Texas ---June 27, 1997--- TechWorks, Inc., a leading developer and manufacturer of computer performance enhancement products, today unveiled its newly-enhanced Internet site. TechWork's site located at <http://www.techworks.com>, now includes online ordering for all products, including new product releases like the

**Power3D** graphics accelerator card and the **PowerCPU** processor upgrade card for the Mac.

TechWork's site offers customers the chance to purchase the new product lines plus all memory products 24 hours a day, seven days a week, and all at the click of a mouse. TechWorks has taken the steps to ensure the security and confidentiality of transactions by a secure encrypted web server and ordering process. Until now, TechWorks' site was designed primarily for consumer awareness and customer support services. With online ordering available, TechWorks can help current and prospective clients make their purchases more efficiently than before, while increasing the number of visitors to their site.

"We are excited about making the progression into a commerce web site," said Mike Frost, President of Tech Works. "By joining together our outstanding support services and commerce on our site, we are making the choice to buy from TechWorks easier. Not only are customers able to order our products in four minutes, but they are also receiving the same great customer service we're so proud of."

TechWorks notices the extensive role the web plays in helping to build a widespread customer base and is placing great emphasis on their web effort. "We are gearing a lot of our marketing efforts to the Internet and understand the importance of being visible on the web. Material on the web is seen worldwide and no other medium can give us the reach the Internet can," said John Higgins, Sr. Vice President of Sales/Marketing.

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TechWorks' mission is to be the leading supplier of computer enhancement products, and to maintain a 100% commitment to customer satisfaction. TechWorks has expanded its product line to include processor and graphics upgrades, including **Power3D** , **PowerCPU** , and **Ultimate 3D** .

TechWorks, Inc., founded in October of 1986, has more than 100 employees worldwide and distributes its products in more than 15 countries. The company's worldwide headquarters is in Austin, Texas, with European sales and service headquarters located in the United Kingdom. In 1996, TechWorks grossed over \$100 million, making it one of the nation's most successful privately-held companies.

TechWorks can be found on the Internet at <http://www.techworks.com>.

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