

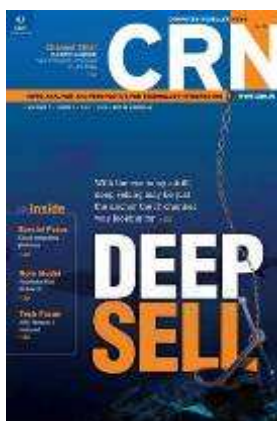

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Microworld to Entice Resellers with 'Monsoon Bonanza'

CRN Network, July 20, 2009, 1500 hrs

Antivirus company, MicroWorld has rolled out a reseller incentive program christened 'Monsoon Bonanza' valid from July 1 to September 30.

Under the scheme resellers can win prizes including fully-paid holiday trips to Thailand, Malaysia, Goa and Kerala for a couple for 2 nights and 3 days. Other exciting prizes to be won include mobile phones, refrigerators, digital cameras, 1GB iPODs, branded watches and branded shirts. To be eligible for the scheme, resellers have to collect certain number of points through their sales. Resellers need to register at the company's website or before July 30, 2009 in order to participate.

"We have devised this scheme for our resellers to show our appreciation for their contribution and loyalty because they form important pillars of our distribution system by helping us reach our customers. This occasion will help us to strengthen our relation with resellers and also will aid in reaching out to new ones" elaborated Anil Gupta, Head, National Sales, MicroWorld.

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