



BRETFORD

Press Release

Bretford Laptop Mobility Cart Wins IDEA2006 Silver Award

Portable technology solution for schools selected for premier industrial design award

Chicago, IL, June 30 --

BRETFORD®, Inc. today announced it has won a Silver award in the 2006 Industrial Design Excellence Award (IDEA) program, one of the world's most prestigious design competitions. The 26-year-old award competition, sponsored by the Industrial Designers Society of America (IDSA), is a celebration of the best product designs of the year as judged by an international panel of design experts. BusinessWeek magazine, a co-sponsor of the IDEA competition, is featuring the winners in its July 10th issue, now on newsstands, as well as at www.businesweek.com.

The winning design is Bretford's new Laptop Mobility Cart. Primarily designed for use in schools, it can store, recharge, transport and secure up to 32 Apple laptops. Users can also expand the functionality by adjusting the internal storage compartments to integrate a variety of digital media peripherals such as printers, digital cameras and projectors.

"We wanted to design a product that addressed the needs of educators and students alike. The result was a unique marriage of design and functionality that makes laptops and other technology accessible to an entire school," said Matt Petrick, the design team leader for Bretford. "The Laptop Mobility Cart is a common sense product, and we're thrilled it's been recognized with such a prestigious award."

More information on winning design is available at www.bretford.com/made4mac.

About IDSA and IDEA

IDSA is the nonprofit association that represents the profession of industrial design to education, business, government and the public and serves the profession's needs for information and networking. The IDEA program, sponsored by IDSA, fosters business and public understanding about the impact of industrial design excellence on the quality of life and the economy. An in-depth analysis of the IDEA winners are featured in the July 10, 2006 issue of BusinessWeek. Winners, descriptions and images also can be found at IDSA's website (www.idsa.org).

About BRETFORD®, Inc.

BRETFORD® designs and manufactures communications furniture solutions that help schools, business and all types of organizations around the world. The company's product offerings enable people to work and learn in comfortable, productive and technology-friendly environments. BRETFORD is headquartered in Franklin Park, Illinois USA.

SOURCE: Bretford, Inc.