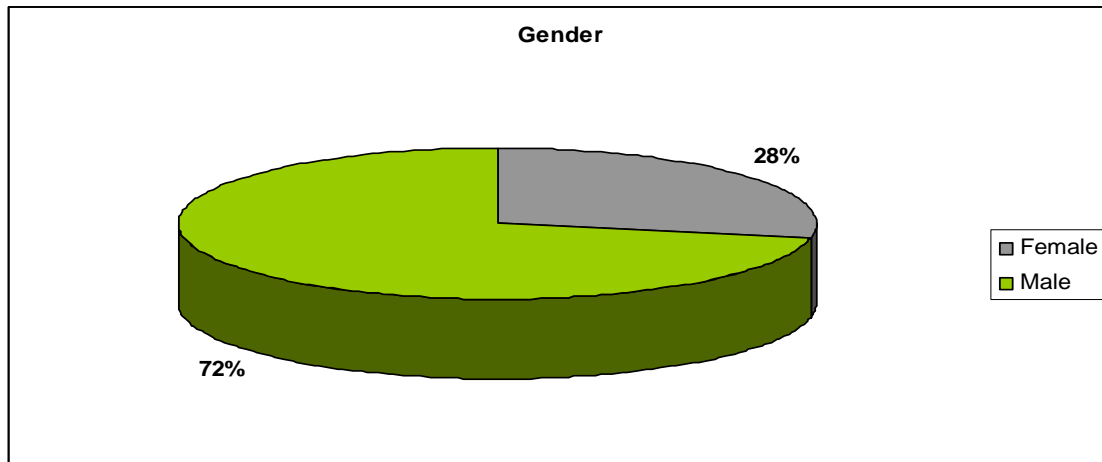


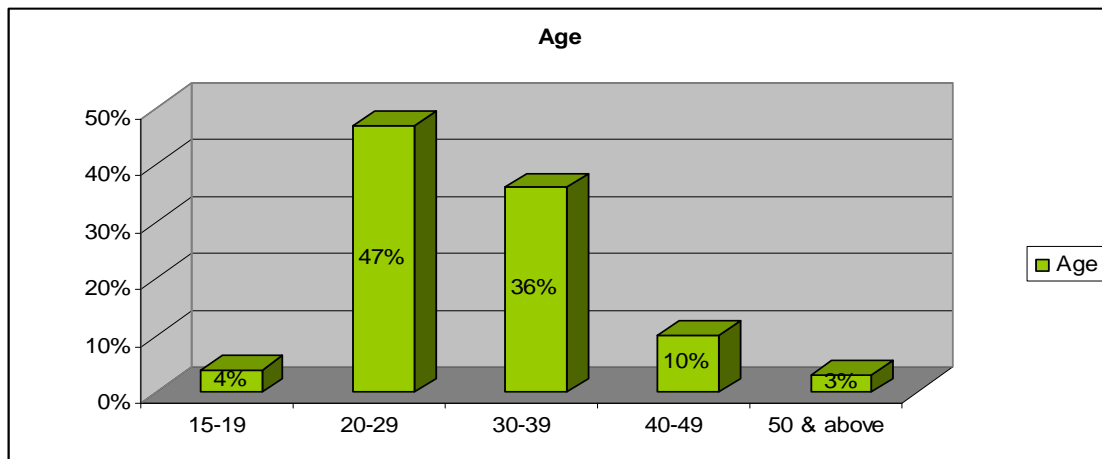
HardwareZone.com® conducted survey early this year (Jun – Jul 2009) to gather complete analysis of the behaviour and trend of its audience in Singapore, Malaysia and Philippines markets. Here provides snapshots of demographics across the region.

Singapore Audience Demographics

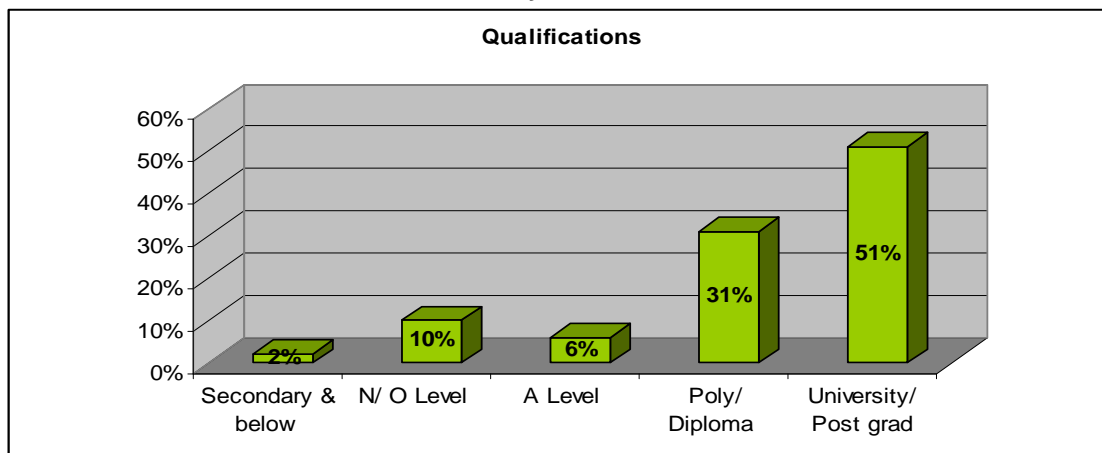
Predominantly Male



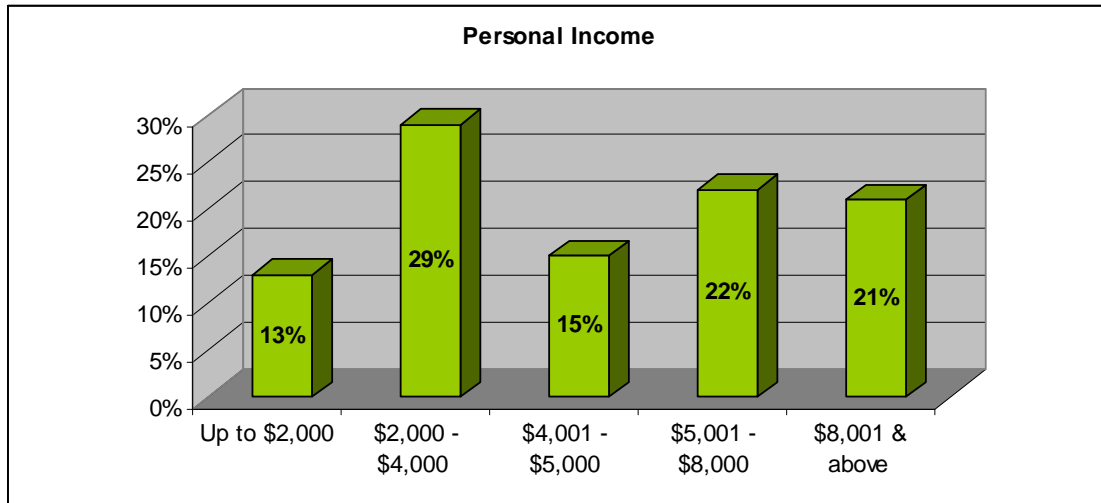
Median Age is 30 years-old. Majority between 20 – 39 years old.



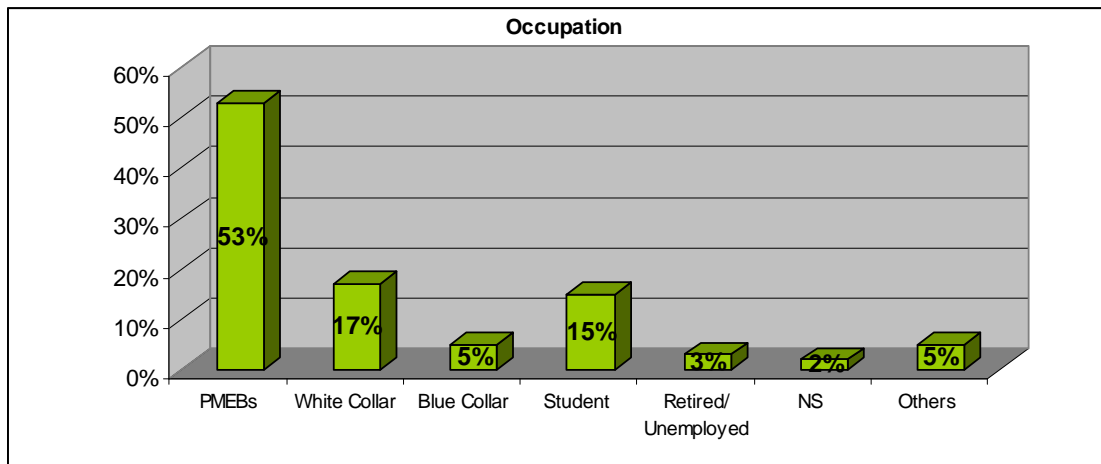
Tertiary Educated.



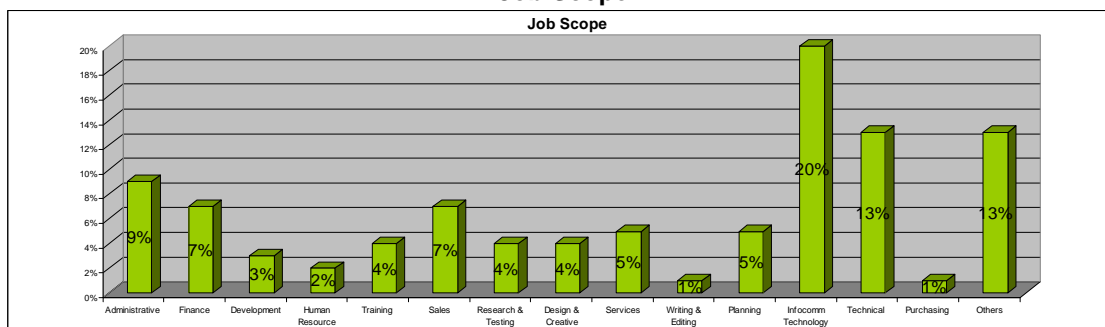
Affluent Income Earners.



PMEBs skewed.



Job Scope



For in-depth findings of the survey,
visit <http://advertising.hardwarezone.com/contact-us/> to send in your request.