

FOR IMMEDIATE RELEASE

CONTACT:

Robert Kushner
Marketing & Public Relations Director
West Coast Expos, Inc.
195 San Pedro Ave., Suite A
Morgan Hill, CA 95037
Phone: 408.465.2300
Toll free: 800.800.5600
Fax: 408.465.2700
bob@westcoastexpos.com
www.lacomputerfair.com

Computer Fair Keeps Buyers Coming Back

An independent survey reveals that visitors would also recommend Computer Fair to their friends and family.

Pomona, CA -- In a survey conducted onsite at Computer Fair on April 26 – 27, 2003, respondents showed their support for the event. Nearly every person surveyed (98%) reported that he would return to the event again, with the majority of respondents planning to attend again within one month. Computer Fair already draws return visitors. 78% of those surveyed had been to the event before.

Virtually every attendee (98%) indicated that he would recommend Computer Fair to a family member or friend.

The survey also revealed that nearly two-thirds of visitors make 50% to 100% of their computer purchases at Computer Fair. Fortunately, buyers find plenty to purchase at Computer Fair. Almost everyone surveyed (97%) reported his level of satisfaction with the vendor product selection at Computer Fair as “Good,” “Very good,” or “Excellent.”

A total of 368 respondents took part in the survey.

###