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**EGO-LIFESTYLE INTRODUCES THE “TULIP
EGO” – LUXURY LAPTOP TO THE U.S.
THROUGH BARNEYS NEW YORK**

Tulip Ego is now available for the fashion and style-conscious consumer in the U.S. at select Barneys New York stores nationwide and by shopping Barneys.com



San Francisco, CA, November 2006 – Dutch company, Ego Lifestyle, which specializes in the design, marketing and distribution of high-end luxury lifestyle consumer electronics will introduce their latest European-designed luxury laptop, the *Tulip Ego* at Barneys New York – the upscale luxury retailer who will be the first retailer in the U.S. to introduce the product. Barneys New York will feature the laptop and its fashion-forward interchangeable “skins” which are available in a wide variety of designer fabrics and finishes, in their 2006 Holiday Catalog, on the Barneys New York website, and in four Barneys New York stores nationwide (November 15th.) Ego Lifestyle first introduced the *Tulip Ego* laptop during Milan’s Fashion Week in spring 2006, and the company has been taking orders ever since.

The elegant design of the Tulip Ego laptop with its round shapes and fashionable, interchangeable skins, marks the beginning of a new era in computer design. The ultimate in luxury laptops, the Tulip Ego is easily carried either on the shoulder or by hand with its rounded chrome handle. The Tulip Ego also features the world’s first hi-fashion interchangeable skin system. Available in different designer fabrics, finishes and colors, the skins can be changed anytime, anywhere using a customized USB-stick cap that comes with the laptop.

Tulip Ego features the most sophisticated design and technology available. It’s sleek and fast – with AMD Turion™ 64 Mobile Technology- and, provides optimum connectivity, function and style.

In addition, it has an integrated webcam which enables photography, video, and instant videoconferencing; a keyboard with 15 dedicated keys, providing direct access to e-mail, IM, web browser, media-center, speech recognition, web cam, virus scan, and data back-up; and a state-of-the-art audio system with two microphones, doubling the capacity to capture and control audio for internet calls (VoIP) and voice recognition software.

“We are very pleased that the Tulip Ego laptop will be introduced to the U.S. market through Barneys New York” said Ego Lifestyle Managing Director, Jeroen de Punder. “The Tulip Ego’s debut in Milan during Fashion Week was a resounding success. After the overwhelming response we received there, we know that there are enthusiastic, design conscious consumers who are ready for this product. We look forward to working with Barneys New York and reaching these customers in the U.S.”

The four stores where shoppers can try out the new *Tulip Ego* laptop, are Barneys New York (**Madison Avenue & Sixty-First Street,**) Beverly Hills (**9570 Wilshire Blvd.,**) Chicago (25 E. Oak St.,) and Dallas (8687 N. Central Expressway.) Retail price in U.S. dollars starts from \$5,000. For more information about the *Tulip Ego*, visit the Barneys New York website at www.egolifestyle-us.com

About Barneys New York

Barneys New York (“Barneys”), www.barneys.com, a wholly owned subsidiary of Jones Apparel Group, Inc., is a New York-based luxury retailer founded in 1923, with flagship stores in New York City, Beverly Hills, Chicago, Boston, and Dallas. Barneys New York also operates three smaller regional stores, twelve Barneys CO-OP stores, twelve outlet stores and two famous semi-annual warehouse sale events. The quintessential New York store is easily recognized by its bright red awnings, iconic black shopping bags, and innovative window displays engineered by its Creative Director, Simon Doonan.

About Ego Lifestyle

Ego Lifestyle B.V. is located in Den Bosch, The Netherlands. Founded in 2003, the company specializes in the design, marketing and distribution of high-end luxury lifestyle consumer electronics. Ego Lifestyle cooperates intensively with leading international IT companies and organizations in the fashion and lifestyle industry.