



Media Advisory

Contact: Mark Ellison, Public Relations Manager

Phone: 804.521.4141

Fax: 804.521.4140

November 10, 2006

For Immediate Release

Two Local Geeks Team up for Fun and Children

Richmond, VA- Gaming geeks unite next Friday, November 17, 2006 as it will mark the first day of sale of the PlayStation 3 in the US. Many gamers from around the Richmond area plan on lining up early to get in on the latest video system made by Sony. We know of two.

Garth Callaghan and Jason Cuttier of 127tech, a computer and small business technology repair company located in Richmond, plan on buying two— one for fun and one for charity. That's right. The duo plans on auctioning off the second PlayStation 3 in order to sponsor local children through Richmond's own Children, Incorporated an organization that helps children from around the world as well as in the US.

Even if the auction leads the team to break even, they will have enough money to sponsor 2 local children for a full year. Hopes are that they will raise even more money. To top that off, 127tech plans on matching the amount raised, which will allow for sponsorship of at least 4 local children in need.

"We heard of the need for sponsors for Richmond inner-city children so we got a little creative," explains Callaghan. "We love new technology and we love helping others. This just seemed like the right thing to do. I just hope we can help as many Richmond children as possible."

The team plans on being at Circuit City on Broad Street on Thursday at 3am. Callaghan and Cuttier plan on being the first in Richmond to purchase the PlayStation 3.

About 127tech

In the fall of 1987, Garth Callaghan had to purchase his first computer for college, and was amazed with all of the software and manuals that were available to run on the two 5 1/2-inch floppy drive system! He could not wait to install his first hard drive, and figure out how to connect a modem. After that, he took off the propeller hat and really got to work. With twenty years of experience, 127tech provides common sense technology support so that you don't have to worry about gigabytes and databits!

www.127tech.com

-###-

501 East Franklin Street – Richmond, VA 23219 – 804.521.4141 – www.madisonandmain.net