

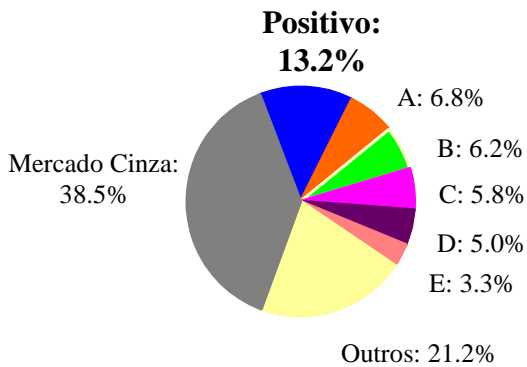


Positivo Informática registers market share of 13.2% in the Brazilian PC market in the 3Q08

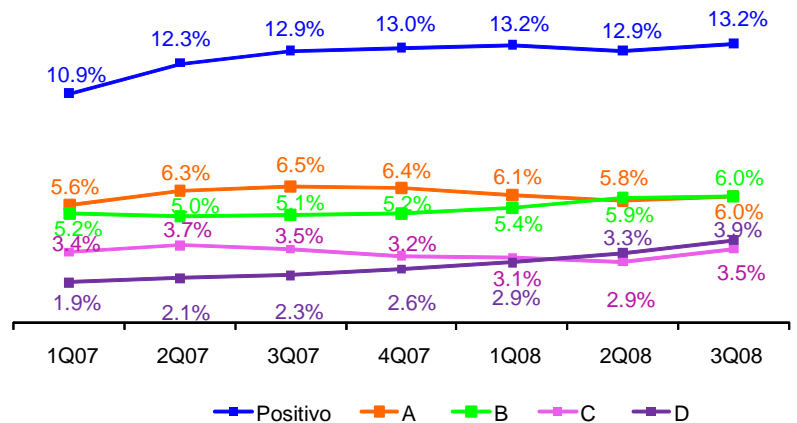
Company remains the absolute leader in Brazil, with sales equal to the second and third player combined

Curitiba, December 05, 2008 – Positivo Informática S.A. (Bovespa: POSI3), the largest manufacturer of computers in Brazil and the leader in the educational technology segment, registered in the 3Q08 market share of **13.2% in the Brazilian PC market**, up 1.6 percentage points in relation to a year earlier, which represents the sale of 96.1% and 114.5% more units than the second- and third-largest players, respectively. In desktops, the advantage over peers was even higher, with 180.4% and 206.0% more units sold than the second and third-largest players, respectively. Data for market share over the last 12 months shows that Positivo Informática has been successfully maintaining its relative advantage over the main competitors:

Share of Total Market – 3Q08



Total Market: Positivo's Market Share Annualized Trends*



Source: Brazil Quarterly PC Tracker 3Q 2008

* Annualized share is moving average of the market share figures over the last 4 quarters.

In the **official market**, the company's market share in the quarter was **21.5%**, with shares of 24.8% in the desktop market and 16.9% in the notebook market, remaining the leader in both segments.



The Company maintains its absolute leadership in the official market, with a large advantage over its closest competitors, as the chart below shows.

Advantage over competitors in the Official Market – 3Q08	Total	Desktops	Notebooks
Positivo's Ranking	1 st	1 st	1 st
A	2.0 x	3.1 x	1.2 x
B	2.1 x	2.8 x	1.4 x
C	2.3 x	4.4 x	1.1 x
F	3.6 x	3.8 x	3.1 x

Source: Brazil Quarterly PC Tracker 3Q 2008

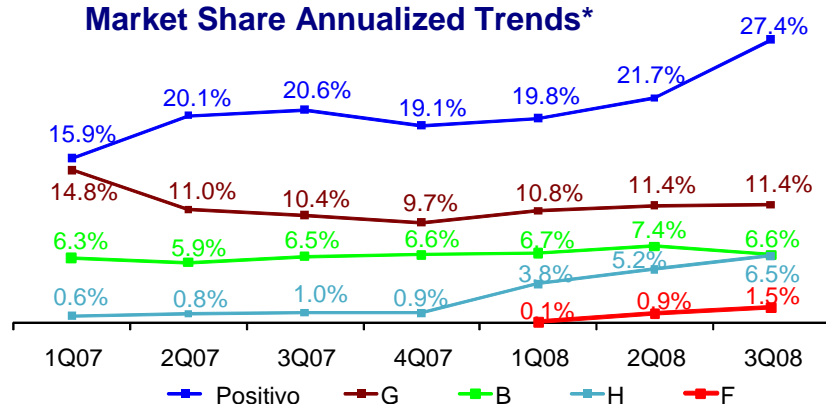
Government and Education Market:

In the **government and education market**, Positivo Informática was the leader, with market share of **38.2%** in the 3Q08, an increase of 23.8 p.p. in relation to the 3Q07, driven mainly by the start of shipments related to the competitive bids to supply the Ministry of Education (MEC) and Minicom. The company has maintained its leadership in this market for 8 straight quarters, reflecting the important auctions in Brazil won by Positivo Informática, such as those held at the end of 2006 (MEC) and at the end of 2007 (MEC and Minicom).

The company has successfully maintained its relative advantage in this market, in which the main competitors are Brazilian manufacturers.

Advantage over competitors in the Government and Education Market	3Q08
Positivo's Ranking	1 st
G	3.1 x
H	4.9 x
B	6.0 x
F	14.7 x

Government and Education Market: Positivo's Market Share Annualized Trends*



Source: Brazil Quarterly PC Tracker 3Q 2008

* Annualized share is moving average of the market share figures over the last 4 quarters.



In 2008, a total of 249,800 PCs have already been shipped to government clients and our backlog still includes a further 50,700 PCs to this market, which points to growth in the whole of 2008 of 75.5% in relation to a year earlier. Moreover, on November 21, Positivo Informática won the electronic bid held by MEC for the shipment of 171,000 PCs and 323,000 LCD monitors destined for the computer labs of schools in the public school system in 2009. The process is already in the ratification phase, with the winner formally announced after this phase. We will disclose a notice to the market later if Positivo Informática is announced the winner.

Retail Market:

In the **retail market**, Positivo Informática was the leader in both the desktop and notebook segments, **selling more than the second- and third-largest players combined**, with market share of 23.3% in the 3Q08.

Advantage over competitors in the Retail Market – 3Q08	Total	Desktops	Notebooks
Positivo's Ranking	1st	1st	1st
C	1.7 x	2.6 x	1.2 x
F	2.7 x	2.5 x	3.0 x
E	3.1 x	2.8 x	3.6 x
A	3.2 x	6.3 x	2.0 x

Source: IDC Brasil

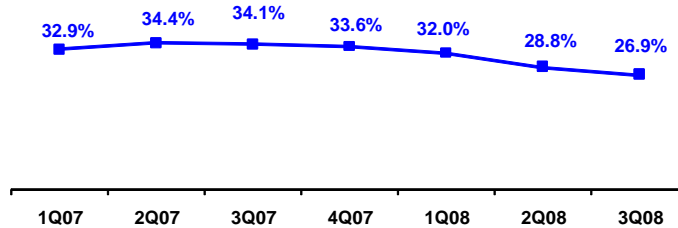
Positivo Informática has been the absolute leader in this segment for 16 consecutive quarters, maintaining a wide distribution base comprising over 6,800 points of sale throughout Brazil. Positivo computers are present in 9 of the 10 largest retailers in Brazil.

Positivo Informática's solid presence allowed us to reach sales volume of 303,000 PCs in the 3Q08.

With the recent strengthening of the U.S. dollar, higher costs needed to be passed through to PC prices as of the start of October. Since the company hedges its obligations denominated in U.S. dollar and also has inventory that has already been settled, it was possible to pass through the effects of the stronger dollar more gradually, without significantly impacting in the company's sales to retailers in October. We expect our market share in the retail market to expand in the 4Q08.



Retail Market: Positivo's Market Share Annualized Trends*



* Annualized share is moving average of the market share figures over the last 4 quarters.

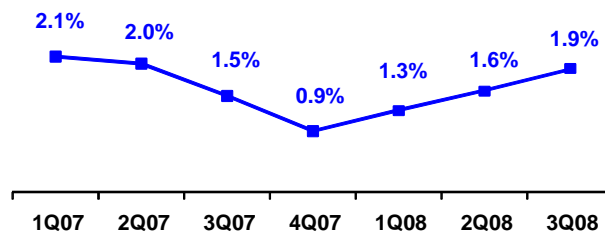
Corporate Market:

The **corporate market**, in which Positivo Informática first launched operations in late 2005, offers excellent growth opportunities for the company, since it represents approximately 35% of the overall market, in which the gray market holds a share of more than 50%.

In the 3Q08, Positivo Informática registered **market share of 2.1% in the corporate segment**, up 1.3 p.p. in relation to 3Q07.

In the corporate market, the company has 2 commercial fronts: one targeting direct sales to large companies and another recently created channel that targets the market of small and midsize businesses (SMBs), in which it operates in partnership with distributors. In September, the company signed partnerships with another 5 distributors that cover Brazil's five regions, and has also maintained a partnership with the distributor Officer since 2007.

Corporate Market: Positivo's Market Share Annualized Trends*



* Annualized share is moving average of the market share figures over the last 4 quarters.



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About Positivo Informática:

Founded in 1989, Positivo Informática (BOVESPA: POSI3) has a national and international presence, offering the most advanced technology solutions, from the production of computers to the development of educational tools. The company operates through two business divisions: Hardware and Educational Technology. The Hardware Division portfolio offers a complete line of personal computers (desktops and notebooks), servers and printers, and has led the PC domestic market for 16 consecutive quarters according to IDC. In order to provide support for all of its activities, it maintains a technical support network comprising with more than 400 licensed companies, covering every Brazilian city, as well as the CRP (Positivo Relationship Center). In the Educational Technology segment, Positivo Informática offers exclusive solutions, comprising interactive learning tables, educational software and portals, in addition to technical support and professional qualification services for teachers and users.