

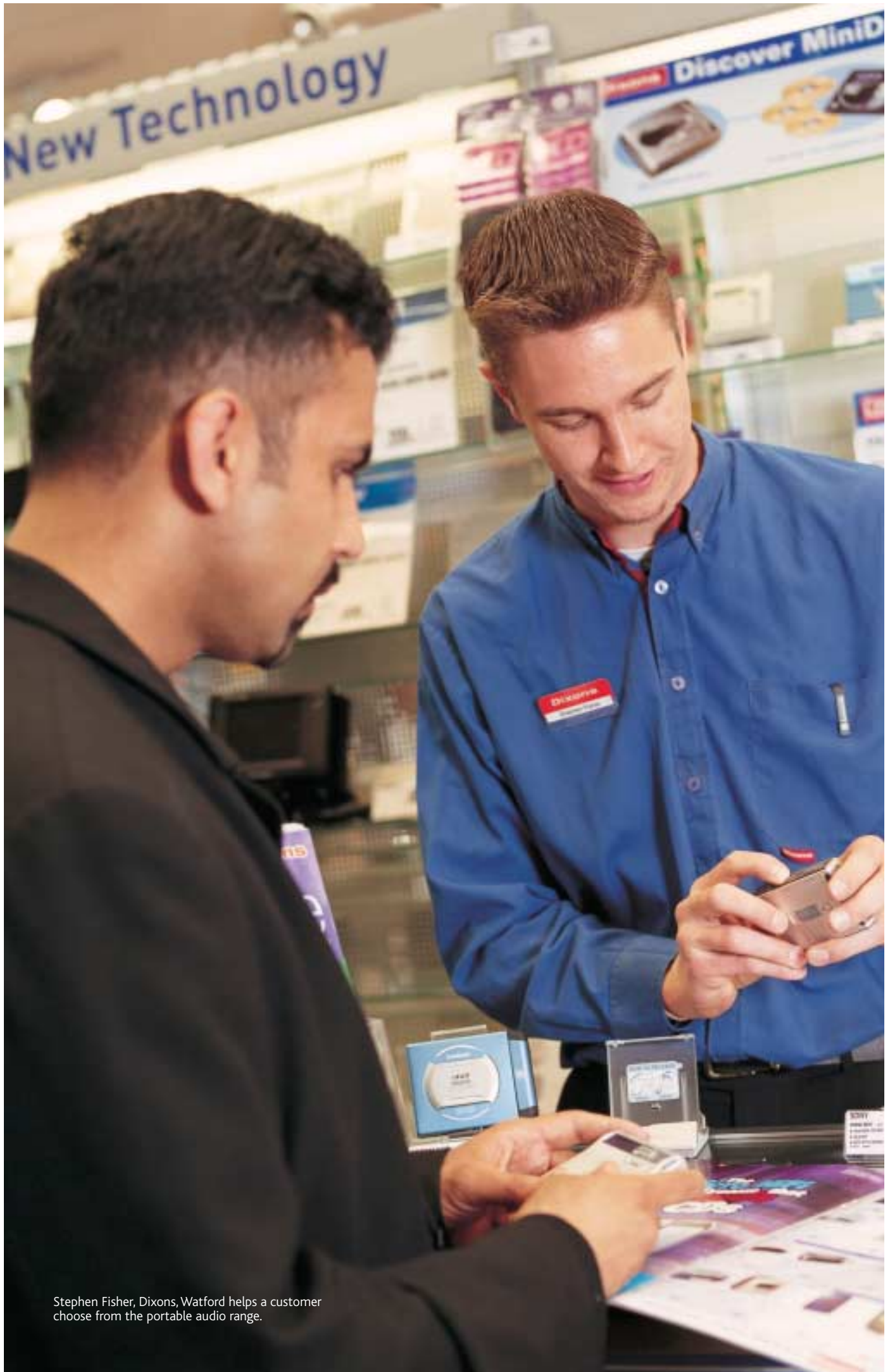
Delivering the newest "wow" products at market beating prices ignites excitement and enthusiasm in every store in every country.

From the latest traffic beating in-car satellite navigation system to the sleekest, thin, flat, widescreen TV: from the proud parents who want plug-and-play broadband to email snaps to a distant granny, to tomorrow's Tarantino editing his director's cut on a home PC: from students sharing homework files to the travelling executive, dependent on rapid wireless computing: we've got must-have products for everyone.

Long established relationships with more than 1,000 suppliers in 27 countries and our record in creating markets for new products, from VCRs to microwaves, mini-discs and DVDs, make Dixons Group the first choice for manufacturers as well as customers.

Below left: Almudena Jimenez Pardo, cashier, PC City, Alicante, with the Compaq 725 laptop with built-in DVD and CD rewriter. Below centre: Noelia Oleiro, training manager, The Link, Brighton, illustrates the O2 XDA handheld computer which offers full web access. Below right: Kiran Patel, sales adviser, Dixons, Oxford Street, using the Fuji FinePix 601 digital camera.





Stephen Fisher, Dixons, Watford helps a customer choose from the portable audio range.