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FOR IMMEDIATE RELEASE

## **Pandigital Expands and Enhances Senior Executive Team**

*Company responds to tremendous demand for its first-rate digital photo frames and growing product line with expanded team of experienced execs, increased staff, new offices in Asia*

**DUBLIN, Calif., March 27, 2008** – Pandigital today announced that it has appointed two new senior executives to oversee and expand the company's growing business as the number one provider of digital photo frames in the United States.

The new appointments come at a time of rapid growth for Pandigital. The company experienced a 200 percent increase in revenue in 2007 from its line of stylish, well-designed digital photo frames that are simple and enjoyable to use.

In response to the growing demand for its products, Pandigital has already more than doubled its workforce this year to handle the anticipated growth through the remainder of 2008. In addition, the company has opened two offices in Asia: Taipei, Taiwan and Shenzhen, China.

Frank Muscatello joins Pandigital as vice president of sales, and will oversee all strategic sales initiatives and be responsible for further business development. With 26 years of experience directing the sales initiatives for national consumer-centric brands that appeal to women, he is uniquely qualified to lead Pandigital's sales efforts that focus on a heavily female demographic. Also, his success in building brand market share will be useful to Pandigital as it continues to grow its distribution in North America, Europe, Asia, and South America. Previously, Muscatello was vice president of sales for the consumer products division of Playtex Products, Inc. There he played a major role in growing Banana Boat from an entrepreneurial acquisition with just six percent market share and \$25 million in sales to a nationally-recognized brand in the sun care category with a 25 percent market share and \$200 million in sales. Muscatello also held senior executive management positions with California Tan.

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Eileen Glantz joins Pandigital as vice president and general manager, a role in which she will be responsible for overseeing the day-to-day operations of the company. Glantz brings more than 20 years of experience in the photo, electronics, and retail industries to her new position. Prior to joining Pandigital, Glantz was with Longs Drugs, where she held several positions in the areas of category management, buying, and operations. While at Longs, she was part of a team that developed and executed a wide range of operational, merchandising and marketing programs for the retailer's network of more than 500 stores. Prior to her time with Longs Drugs, Glantz held various positions with Federated Dept. Stores, Inc., News America Marketing and Eckerd Pharmacy.

Both Muscatello and Glantz will report to founder and CEO, Dean Finnegan.

"Frank and Eileen have extremely impressive experience in their respective fields that I am confident will help Pandigital achieve its continued goal of providing superior technology and easy-to-use, feature-rich products to consumers to help them enjoy their digital media-centric lives," said Dean Finnegan, CEO and founder, Pandigital. "Both of these vice presidents make excellent additions to the senior executive team and to the overall staff of Pandigital employees who have worked so diligently to establish the company as the undisputed leader in digital photo frames in the United States."

The company also announced that it has hired Stuart Kaplan as the company's southeast sales manager. Kaplan has more than 35 years experience in various sales roles in the consumer electronics industry with a major focus on retail channels. Previously, Kaplan was vice president of Skypatrol®, LLC and area sales manager of Norcent Technology, Inc.

Pandigital is the leading provider of digital photo frames in the United States according to IDC's August 2007 report on the Digital Frame market. Pandigital Digital Photo Frames are sold through a variety of retailers, including department stores and mass merchants, in addition to office supply and technology retailers. Currently, Pandigital Digital Photo Frames are available at more than 21,000 leading retail storefronts. In addition, the company recently expanded its product offering to the kitchen with the Pandigital Kitchen HDTV/Digital Cookbook/Digital Photo Frame.

### ***About Pandigital***

Privately held, Pandigital® develops and markets digital entertainment products. The company recognizes the growing digital lifestyle market in the U.S. as well as the convergence of media such as MP3, digital photos and digital video and is delivering high quality products to the consumer market that provide the latest in technology combined with contemporary style. Pandigital is headquartered in Dublin, Calif. For more information, please visit <http://www.pandigital.net>.

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