

PANDIGITAL®

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FOR IMMEDIATE RELEASE

Pandigital Enhances Customer Satisfaction and Value with New Digital Photo Frame Models

*New 7-inch Frame Delivers True 4:3 Aspect Ratio Model;
Improved Features at New Lower Price Points*

Dublin, Calif., Jan. 6, 2009 -- Pandigital today announced new models in its award-winning line of digital photo frames for 2009. This new line of frames comes with improved features that boost consumers' enjoyment of them while storing thousands of digital images.

The company is now shipping the industry's first 7-inch digital photo frame with a true 4:3 aspect ratio. (See additional announcement issued today on Pandigital's new premium 8-inch and 7-inch PanTouch Clear digital photo frame, both with 4:3 aspect ratio.)

The new Pandigital 7-inch Digital Photo Frame has a 4:3 true photo aspect ratio that was designed to meet the demand for digital photo frames that emulate traditional printed photos and don't distort or crop the digital image. As a result, images are realistic and shown as captured by the photographer. The new Pandigital 7-inch frame has a high 800x600 resolution, so the digital images are crisp and clear.

The Pandigital 7-inch Digital Photo Frame (model # PAN7000DW) is offered at a Manufacturer's Suggested Retail Price of \$99.99. It comes with a black frame surround as well as white and charcoal interchangeable mats, making it a stylish décor item for the home or office.

In addition, this and other new models in the Pandigital and PanTouch lines from 7-inches up to 15-inches now include more features and are priced lower to deliver even greater value to customers. Prices range from \$79.99 to \$279.99 MSRP with promotional retails from \$49.99 to \$249.99. These models include 512MB or 1GB of memory, which allows from 2400 to 8000 images to be stored using Pandigital's memory optimization mode.

Additionally, the new frames come with extra features, including wireless and Bluetooth compatibility for a direct connection to a home wireless network, or to the customers' Bluetooth compatible devices. The frames can use wireless capability with an additional [Pandigital Wireless USB Adapter](#), available for \$29.99.

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"Millions of digital photos were taken last year – and now is the perfect time to enjoy them with Pandigital digital photo frames that deliver more features and value than ever before," said Dean Finnegan, CEO and founder, Pandigital. "From the desired 4:3 true aspect ratio of our new 7-inch model to the vast improvements across the lower-priced line, customers can get more enjoyment and fun from their digital photo frame, making it a great time to purchase a new model the home or office."

The new frames accept the latest in popular memory cards via their 6-in-1 digital media card reader (Compact Flash, SD, XD, MS/MSPPro, MMC), so customers don't need to connect to a computer to view their photos. Customers who want to download photos saved on their computer onto the Pandigital frames can do so via a USB connection. The frames can view JPEG photos, play video and MP3 music files and have convenient programmable on/off times as well as clock and calendar functions.

Earlier this year, Pandigital was ranked number [50 on Inc. Magazine's](#) annual ranking of the 5000 fastest-growing private companies in the country and number [four on Inc.'s top 100 Consumer Products](#) list.

Pandigital currently sells its digital photo frames at more than 28,000 retail storefronts of a variety of retailers, including department stores and mass merchants, in addition to office supply, consumer electronics, online, and catalog retailers.

The company has received numerous accolades and industry awards for its outstanding products that are renowned for their high-quality, elegant design and easy-to-use features, providing exceptional value to consumers.

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, and simplified user interfaces. Pandigital is headquartered in Dublin, Calif. For more information, please visit <http://www.pandigital.net>.

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