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**FOR IMMEDIATE RELEASE**

## **Pandigital Begins Shipping Photo Mail Digital Photo Frame**

*Connected to AT&T Nationwide Wireless Network, Photo Sharing is  
Timely and Convenient*

**Dublin, Calif., April 30, 2010** – [Pandigital](#) today announced it is now shipping its highly anticipated [Pandigital Photo Mail® Digital Photo Frame](#) to several national retailers.

The Pandigital Photo Mail Digital Photo Frame is a next-generation, wirelessly-connected digital photo frame that displays photos emailed directly to its dedicated email address. Customers can share that address with family and friends to allow them to send photos directly to the frame from their own email account – whether it's from a computer, smart phone or any email-enabled device.

Incredibly easy to use, photos can be viewed on the Pandigital Photo Mail frame very quickly. The frame connects to email wirelessly through AT&T's nationwide wireless network, so emailed photos are transmitted rapidly and reliably.

"We're coming up on a fun and busy time of year where families are together often for special occasions like Mother's Day, Father's Day, graduations and summer vacations, and the Photo Mail frame is a great way to enjoy and share photos taken at these get-togethers," said Dean Finnegan, CEO and founder, Pandigital. "With the frame, customers have a convenient, reliable way to view their photos and then share them quickly and easily with their family and friends."

Pandigital Photo Mail frames are shipping to popular national retailers now and will be available for purchase by customers in the next several weeks. The Pandigital Photo Mail Digital Photo Frame will have a Manufacturer's Suggested Retail Price of \$179.99. The price of the frame includes the ability to receive 300 photos emailed to the frame with no service fee to the customer. Additional photo allotments may be purchased directly from Pandigital: 100 for \$9.99, 400 for \$29.99 and 700 for \$49.99.

"Photo sharing is simple and timely with the Photo Mail frame connected to AT&T's wireless network," said Glenn Lurie, president, emerging devices, resale and partnerships, AT&T Mobility. "With this new era of connected frames, photos will no longer be held captive on a camera or a smart phone. Grandparents will have convenient, up to date access to a grandchild's latest adventure and parents will have the ability to stay in touch visually with their children away at college."

Customers are alerted by the frame when new photos are emailed to its dedicated email address by friends and family so that they may quickly accept the photos in a single step to then begin enjoying

them. Because the frames can receive photos from a smart phone or other email-enabled device, photos can be sent from virtually anywhere, even on-the-go.

**Traditional Digital Photo Frame Usage and Extra Features Give it Full Functionality**

In addition to having the capability to receive photos via email, the Pandigital Photo Mail Digital Photo Frame can also be loaded with photos via its 6-in-1 media card reader (Compact Flash, SC, XD, MS, MSPro and MMC) or via a direct connection to a computer or digital camera. The frame can also be connected to a Wifi network via an add-on wireless adapter.

The Pandigital Photo Mail Digital Photo Frame has an 8-inch back-lit LED display that displays photos in vibrant color and a picture-enhancing 800x600 resolution. The 4:3 aspect ratio preserves the original format of the photos, ensuring that they are not stretched or cropped. Plus, with a full 1GB of internal memory and Pandigital's memory optimization mode, consumers can enjoy up to 6400 images on the display. Also, images can be rotated and resized, and brightness and color settings can be changed. The Pandigital Photo Mail Digital Photo Frame also can play back AVI video clips and MP3 music files.

Maintaining the upscale style of the Pandigital line, the new Pandigital Photo Mail Digital Photo Frame features a traditional look with a real wood frame, photo matting and a glass screen cover, so it looks great in the home or office.

**About Pandigital**

Privately held, Pandigital® develops and markets digital entertainment products. The company recognizes the growing digital lifestyle market 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 sells its award-winning line of Pandigital® and PanTouch® digital photo frames and PhotoLink scanners through more than 33,000 well-known national retailers in the United States, Europe, South America and Central America. The company has received numerous accolades and industry awards for its outstanding products that are renowned for their easy-to-use features and high-quality, elegant design, and providing exceptional value to consumers. Pandigital is headquartered in Dublin, Calif. For more information, please visit <http://www.pandigital.net>.

**About AT&T**

AT&T Inc. (NYSE:T) is a premier communications holding company. Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the nation's fastest 3G network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet and voice services. A leader in mobile broadband, AT&T also offers the best wireless coverage worldwide, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse<sup>SM</sup> and AT&T | DIRECTV<sup>SM</sup> brands. The company's suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising. In 2010, AT&T again ranked among the 50 Most Admired Companies by *FORTUNE*® magazine.

All offers subject to change without notice or obligation and may not be available through all retail partners. Prices listed are manufacturer's suggested retail prices and may vary by retail location. Applicable taxes extra. Trademarks used herein are trademarks or registered trademarks of Pandigital. Other product or service names mentioned herein are the trademarks of their respective owners.

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