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FOR IMMEDIATE RELEASE

Pandigital Ships Second eReader in Pandigital Novel Product Line

*New 7-inch color multimedia LCD model delivers many of the same sought-after features as the initial unit – including Integrated Barnes & Noble eBookstore;
Black chassis gives customers another stylish option*

Dublin, Calif., August 18, 2010 – [Pandigital](#), the U.S. leader in digital photo frames, is now shipping the second product in its [Pandigital Novel](#) eReader line with a new 7-inch full color touch-screen LCD device with integrated [Barnes & Noble](#) eBookstore.

Reading enthusiasts can catch up on the latest books, magazines, and periodicals with the stylish and sleek new Pandigital Novel 7-inch Color Multimedia eReader (model PRD07T20WBL1). Featuring a high-gloss black bezel and weighing only 11.8oz, the Pandigital Novel is easy to take virtually anywhere. The 7-inch LCD matte touch-screen display allows customers to easily navigate through the various functions and capabilities of the eReader such as downloading and reading books, viewing photos, surfing the web, checking email, watching movies, or listening to music.

The 2GB of integrated memory lets you store hundreds of books and periodicals, movies, music and more, while the built-in SD/SDHC card reader accepts up to 32GB memory cards for access to a virtually unlimited number of files.

“Pandigital is known for delivering products that are simple to use and enhance consumers’ lifestyles,” said Dean Finnegan, founder and CEO of Pandigital. “The new black Pandigital Novel eReader gives our customers another option in choosing the eReader that best fits their needs - whether it’s more memory for the reading enthusiast who wants a lot of books, or a specific look and feel achieved through design.”

eBook Access Easy & Quick Through Barnes & Noble eBookstore

The integration of Barnes & Noble’s eBookstore ensures that Pandigital Novel customers have quick and convenient access to more than one million eBooks, newspapers and magazines, a wide variety of free eBooks, and more than half a million free classics. Customers will find it simple to browse, sample, buy, and download published content in seconds from the Barnes & Noble eBookstore. Also, customers can use Barnes & Noble’s LendMe™ feature to share many eBooks with friends and family for 14 days.

Superior Customer Experience Through User-Friendly Interface

The Pandigital Novel 7-inch Color Multimedia eReader delivers an excellent user experience through a multitude of features and functions, including:

- A full color TFT LCD matte display with 800 x 600 resolution
- Responsive touch-screen and intuitive user interface for navigation
- Stylus offers option for touch-screen navigation. Stores securely on side of product.
- Convenient reader features including highlighting, changing fonts, and creation of multiple bookmarks
- Built-in dictionary and word/character search function
- Night-read mode inverts the text and background colors for more discrete viewing
- A virtual keyboard for making notes, emails, and other entries
- Compact and sleek design - measures 5.2" (w) x 7.2" (h) x 0.5" (d) and weighs only 11.8 ounces
- 2GB of shared internal memory
- Orientation sensor for automatically adjusting between portrait and landscape mode when the device is tilted
- Supports popular eBook formats PDF & EPUB
- Long battery life of up to six hours in reading mode
- Built-in Wi-Fi and web browser
- Expandable storage through its SD/SDHC memory card slot (supporting up to 32GB cards)
- Rechargeable lithium-ion battery (via AC adapter)
- Built-in mini-USB port provides an option for easy transfer of files between the device and a computer (Mac and PC compatible).
- Android operating system and ARM 11 mobile processor

Availability, Price and Warranty

The black [Pandigital Novel](#) 7-inch Color Multimedia eReader (model number PRD07T20WBL1) has a Manufacturer's Suggested Retail Price of \$199.99. It will be available at several national retailers next month and is backed by a one year limited warranty.

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 digital media such as photos, video, published content, and audio, and is delivering high quality products to utilize and share that content by combining innovative technology with contemporary style and simplified user interfaces. Pandigital sells its award-winning line of Pandigital® and PanTouch® digital photo frames and PhotoLink® scanners through more than 33,000 well-known national retail storefronts in the United States, Canada, 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, high-quality, and elegant design, and for providing exceptional value to consumers. Pandigital is headquartered in Dublin, Calif. For more information, please visit <http://www.pandigital.net>.

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