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FOR IMMEDIATE RELEASE

PANDIGITAL TRANSFORMS ITS 7-INCH eREADERS INTO MULTIMEDIA OPEN ANDROID™ TABLETS

*Pandigital Multimedia Novel now shipping with open architecture for access to Android™ applications;
Continues to provide access to Barnes & Noble eBooks;
Existing customers can upgrade firmware to enhance the device*

DUBLIN, Calif., Feb. 14, 2011 — Pandigital today announced a firmware update that transforms its 7-inch Pandigital Novel line of products into the Pandigital Multimedia Novel line of Android™ multimedia tablets and color eReaders, increasing performance and providing customers with the flexibility to customize their product with a wide range of Android™ applications.

Starting immediately, the new Pandigital Multimedia Novel 7-inch Android tablet gives customers the ability to download and enjoy Android™ applications from their favorite sites.⁽¹⁾ As a result, customers can personalize their Pandigital Multimedia Novel adding the applications that are most interesting to them and increase daily use of the device.

“The transition to a hybrid Android media tablet/color eReader was a natural evolution for the Pandigital Novel product line,” said Jason Topel, vice president, Pandigital. “The original version of the Pandigital Novel was a color eReader with Barnes & Noble content and packed with multimedia functionality found on many tablets. Conceived from the outset on the Android operating system, the Pandigital Novel was the first non-phone Android device of its kind in North America when it was launched last June. We wanted to take the product one step further by allowing our customers to personalize the product by downloading the apps they want.”

By updating the software of the existing product, the new 7-inch Pandigital Multimedia Novel tablet provides faster overall performance. Also, additional file compatibility is supported, including DOC, DOCX, TXT, XLS, XLSX, CSV, PPT and PPTX.

The device’s software upgrade will also provide customers with enhanced performance to shop and access content from Barnes & Noble’s expansive NOOKbook™ Store with more than two million eBooks, newspapers and magazines.

New customers will be able to purchase the 7-inch Pandigital Multimedia Novel with the new firmware already integrated. Existing customers who own the original 7-inch Pandigital Novel can realize all of the benefits of the Pandigital Multimedia Novel by visiting www.pandigital.net/Downloads to update their firmware.

Additionally, customers can still enjoy the full-color touch screen, built-in WiFi connectivity, email and web access, audio and video player, digital photo frame, alarm clock, games and more.

Availability, Price and Warranty

The new 7-inch Pandigital Multimedia Novel Android™ tablet and color eReader (model numbers R70D200/256 white and R70E200 black) have a manufacturer's suggested retail price of \$199.99 with a promotional price of \$149.99. They will be available at several national retailers beginning this month and are backed by a one year limited warranty. The firmware update for existing customers is free and available immediately.

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 35,000 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>.

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.

¹ The Pandigital Multimedia Novel cannot be connected to the Android™ Market. Not all Android™ applications are designed for, or will work with, this device.

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