



PRESS RELEASE

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PNY Reveals New Enviro-Friendly Packaging with National Geographic Value-Add Promotion

Parsippany, NJ – April 22, 2009 – PNY Technologies®, Inc. (“PNY”), a global leader in flash memory, USB flash drives, solid state drives, computer memory upgrade modules, as well as consumer and professional graphics cards, will reveal a new, more environmentally friendly flash product packaging this May.

PNY’s full line of Flash Memory Cards and USB Flash Drives will be launched in the newly redesigned packaging. The eco-friendly version uses 70% less plastic and more environmentally sustainable materials than PNY’s previous packaging.

As a National Geographic Mission Partner, and the “Flash Memory of Choice” of the Emerging Explorers Program, PNY is dedicated to educating their consumers on global concerns. To further support their environmental efforts and partnership, the new packaging will include a National Geographic promotion. This campaign provides PNY the unique opportunity to educate their consumers through downloadable National Geographic content. Consumers who purchase these specially marked packages will gain access to a PNY website featuring an extensive collection of images, maps, videos, music, ringtones and more from National Geographic.

“The National Geographic Society’s mission is to inspire people to care about the planet,” said Dean Delserro, senior marketing manager, flash for PNY. “As a Mission Partner, PNY is thrilled to launch the new enviro-packaging in conjunction with this exciting National Geographic campaign. By transitioning our flash product packaging, we are reducing our carbon footprint by tons of plastic a year. Being a global company, PNY needs to consider the ecological impact we produce and we are aimed at promoting eco-conservative solutions for our consumers.”

The new packaging, launching this May at Wal-Mart and rolling out to other retailers, such as Best Buy and Staples in the coming months, is phase one of PNY’s efforts to be more proactive in their green efforts on a national and global scale.

Visit www.PNY.com to learn more about the complete line of PNY products and link to www.PNY.com/EmergingExplorers to learn more about PNY’s partnership with National Geographic.

About PNY Technologies

Established in 1985, PNY Technologies®, Inc. is a leading manufacturer and supplier of memory upgrade modules, high capacity flash memory cards, USB flash drives, as well as consumer and professional workstation graphics cards. The company’s photography, mobility, 3D gaming and business solutions are widely available from major retail, e-tail and wholesale outlets internationally. Headquartered in Parsippany, N.J., PNY maintains facilities in North America (Santa Clara, Orange County, CA; Miami, FL; Parsippany, NJ), Europe (Benelux, France, Germany, Italy, Norway, Spain, United Kingdom,) Asia (Taiwan, China) and Latin America. www.pny.com

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