



PRESS RELEASE

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PNY Technologies Bundles its MicroSD and MicroSDHC Memory Cards with Sony Music Creation Software

Bonus Download Allows Cell Phone Users to Create Their Own Songs and Ringtones

PARSIPPANY, N.J. – March 19, 2008 – Cell phones are running more computer-like applications and coming equipped with smaller and smaller card slots that support MicroSD™ and MicroSDHC™. PNY Technologies®, Inc. announced today that it is bundling several of its flash memory cards with Sony® Creative Software's ACID® XPress 5.0; a bonus, music creation software download that allows users to create music, ringtones and more. With the proliferation of music-enabled, mobile devices, consumers want to get the most out of their cell phones and smart phones.

"Mobile devices are very personal, and users demand the ability to take their content with them while on the go," said Dean Delserro, senior marketing manager, flash for PNY Technologies. "Hundreds or even thousands of their favorite songs, pictures, ringtones, videos or other content typically won't fit on the memory embedded in their mobile device. PNY's array of flash media cards provide users with easy and flexible ways to store and transport their mobile content library. So when users make a purchase to expand the memory of their mobile device with one of PNY's MicroSD™ or Micro SDHC™ cards, they will now receive the added bonus of Sony's music creation software."

With Sony's ACID® XPress Software and bonus tracks, PNY customers can download up to 125 loops of Rock, Hip-Hop/R&B and Dance music sounds, and use them as-is, or create their own personalized ringtones, or even full songs. Then users can download the ringtones and music to their flash memory card for playback on their favorite mobile device using their phone's software. As an added bonus, a special discount off the purchase of Sony's Acid Music Studio software will be included for those users who are interested in a more robust studio-quality music creation experience.

"As cell phones continue to offer more than just voice calling, PNY and Sony Creative Software will provide users with solutions for personalizing their mobile content," said Dave Chaimson, vice president global marketing, Sony Creative Software. "PNY has the solutions to support a variety of mobile devices while Sony offers content that can be customized and made unique by any mobile device owner."

“Thanks to this partnership with a world-class company like Sony Creative Software, together we deliver a solution to let users have fun and get creative in developing their own customized ring tones and songs,” Delserro added.

Available now at leading retailers and e-tailers, the Sony ACID XPress software promotion is bundled with the following PNY flash storage devices:

- MicroSD - 1GB 2GB, 4GB
- MicroSDHC Class 4 – 1GB,2GB, 4GB
- 4-in-1 Mobile Media Kit – 1GB, 2GB, 4GB

For more information, please visit the PNY Technologies Web site: <http://www.pny.com>.

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, portable hard 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 and Orange County, Calif., Miami, Fla. and Parsippany, N.J.), Europe (Benelux, France, Germany, Italy, Norway, Spain, United Kingdom,) Asia (Taiwan and China) and Latin America.

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