

NiveusMedia

PRESS RELEASE

Contact: Caster Communications, Inc. at 401.792.7080

NIVEUS MEDIA BRINGS THE FUTURE OF HIGH END HOME ENTERTAINMENT TO THE NYC MARKET THROUGH HARVEY

Coinciding with the launch of Windows Vista on January 30th, Niveus, together with Harvey Home Entertainment, is launching its new line of Windows Vista-based Media Servers.

New York, NY – January 30, 2007– Niveus Media, Inc., an award-winning manufacturer of digital entertainment solutions for the connected home, will showcase four new media centers including the Rainier and Denali Editions as well as the Pro Series n7 and n9 at the roll out of their Windows Vista-based Media Servers on January 30th at Harvey Home Entertainment in Manhattan.

The 2007 Niveus Media Server line delivers a high level of Windows Vista Media Center-based performance for home theaters. Providing faster frame rates, higher quality television, faster music encoding, rich graphics, and quicker response time, Niveus' 2007 editions are amongst the first Windows Vista Media Center-based systems to incorporate Intel's Viiv™ technology including Core 2 Duo processors, HD DVD and HDMI output; all in an audio/video component form factor. Windows Vista, on a digital cable compatible system from Niveus, can support CableCARDS™ from local cable providers. This technology allows consumers to enjoy one-way cable programming and enables them to view and record premium digital HD content without the use of a set-top box.. Niveus Media Centers will also be amongst the first Windows Vista Media Center-based products to offer stunning 1080p HD DVD playback.

"We're thrilled with the opportunity to bring our distinguished clientele what we see as the future of high-end home entertainment," said Harvey CEO Martin McClanan. "This is the first time that a Harvey store has even considered carrying a Windows-based server for the home. But as technology changes so must retailers and we see extensive opportunities for our customers to integrate a Niveus Media Server into their digital lifestyle. The convergence of high-end audio video and Windows Vista Media Center-based products for the ultimate management of uncompressed music, video, digital photos, and HDTV has arrived. This isn't just the future, this is now!"

“Niveus is excited to launch our Windows Vista-based Media Centers with Harvey Home Entertainment,” said Tim Cutting, CEO and co-Founder, Niveus Media. *“With the arrival of premium HD television support in the Windows Vista-based Niveus Media Center, Harvey will be well positioned to deliver a feature packed, whole-home entertainment system for managing their customers’ growing collection of digital content and television recordings.”*

Also available through Harvey is the Niveus Digital Cable Receiver which supports up to two CableCARDS for viewing and recording multiple, premium HD television programs simultaneously. Niveus’ external design of the Niveus Digital Cable Receiver ensures the ultimate in performance and flexibility when storing, managing, and accessing, all digital media via a powerful Windows Vista Ultimate-based media center interface.

All of the Windows Vista-based Niveus Media Servers as well as the Niveus Digital Cable Receiver will be available following the January 30, 2007 launch of Windows Vista. Harvey has nine stores located in the metro NY, NJ and CT area.

For more information on Niveus Media, Inc., please visit www.niveusmedia.com.

About Niveus Media, Inc.

Since 2002, Niveus Media, Inc. has engineered and manufactured high-performance media solutions that take whole-home digital entertainment to an entirely new level. Niveus is an award-winning manufacturer of high-end Media Centers, storage servers, and advanced control software designed specifically for the consumer electronics market. Committed to providing innovative, integrated digital entertainment devices for the networked home, Niveus has simplified the management and enjoyment of digital media at home.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

About Harvey Home Entertainment

Harvey Home Entertainment (NASDAQ: HRVE) is a leading retailer and custom installer of high quality, exclusive home theater, audio and video products in the metropolitan New York area. The Company currently operates a total of nine locations; eight Harvey showrooms and one separate Bang & Olufsen branded store. There are two Harvey locations in Manhattan and six suburban locations in Paramus, New Jersey; Mt. Kisco, in Westchester; Greenwich, Connecticut; Greenvale/Roslyn, on the north shore of Long Island, in Eatontown, New Jersey and our newest store in Bridgewater, New Jersey. The Bang & Olufsen branded store is located in Union Square on 927 Broadway at 21st Street, in Manhattan. The Company also has a Bang & Olufsen showroom within the Harvey retail store in Greenwich, Connecticut. Audio Video International, a well-respected trade publication, has named Harvey Electronics a national “Top Ten Retailer of the Year”, seven years in a row. Zagat’s New York Shopping guide confirms at Harvey....”you won’t be disappointed.”

Niveus Press Contact: Caster Communications, Inc. at 401.792.7080
Katie Short kshort@castercomm.com
Kimberly Lancaster klancaster@castercomm.com
For digital images log on to www.castercomm.com