

NiveusMedia[❄]

PRESS RELEASE

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NIVEUS MEDIA – PRO SERIES FEATURED IN THE “*ESQUIRE* HOUSE 360”

Niveus Media joins a distinguished list of manufacturers showcasing cutting-edge technology in *Esquire*'s 'Signature Space' program.

MILPITAS, CA – November 3, 2006 – Niveus Media, an award-winning designer and manufacturer of digital entertainment media center solutions, is proud to announce its participation in the 2006 *Esquire* House 360. Intended to mirror the style and sophistication of the modern *Esquire* man, the 17,000 square-foot Italian-style villa in Beverly Hills, CA, features the Niveus Media – Pro Series media server; representing one of the lifestyle gear and technology products exclusively selected for this haven in “The Hills”.

Niveus Media's Pro Series incorporates the most advanced hardware and software to deliver one of the fastest, most powerful media server solutions for the connected home - all in a convenient rack-mount form factor. Based on Windows Media Center 2005 platform, the HD DVD capable Pro Series is engineered to provide exceptional images and pristine video quality; incorporating the highly-anticipated Intel Viiv™ technology and Core 2 Duo Extreme processor, Nvidia's GeForce Series 7 Graphics and HDMI output. Specially designed in a sleek, rack-mount black chassis, the Pro Series offers up to 3TB of storage and 4GB of memory, perfect for the sophisticated *Esquire* bachelor to easily manage and access hundreds of movies, thousands of CD's, photos, games and television shows!

The Pro Series is equipped with enough horsepower to distribute audio and video throughout the multi-zone *Esquire* House, as well as the compatibility and functionality to perform as a central media distribution hub. Niveus' patent-pending ConvergencePanel™ offers complete connectivity to the other high-performance components, boasting up to 4 television tuners and 8-channel audio. In addition, the Viiv enabled server also allows instant access from any networked computer or Viiv-enabled TV or Digital Media Adapter throughout the *Esquire* home!

More about the *Esquire* House 360

The *Esquire* House 360 defines modern luxury and sustains the magazine's “Signature Space concept” - the transformation of a remarkable physical space into the epitome of 21st Century living. The House is the fourth "Signature Space" in as many years, and the second property *Esquire* has created in Los

Angeles (the previous LA incarnation was the *Esquire* House Los Angeles in 2004). A major component of *Esquire's* "Signature Space" concept is philanthropy. A series of celebrity/charity events is taking place at the House from October through December, attended by *Esquire* clients, celebrities and other VIPs. Each event supports a specific charity or cause, and all proceeds from each event - whether from ticket sales, auctions or gifts - are donated to those charities. The previous three "Signature Spaces" raised more than \$1.8 million for *Esquire's* various charity partners.

The *Esquire* House 360 was unveiled on October 19th, celebrating LA Fashion Week. In conjunction with The Art of Elysium, a charity for children battling serious medical conditions, the magazine held a star-studded celebration with Salma Hayek, Eva Mendes, and Penelope Cruz. Other events taking place at the House include a benefit for Oxfam with Colin Firth, Kristen Davis, Mark Ruffalo, and Minnie Driver; a reception for City of Hope, hosted by record industry mogul Clive Davis; a summit hosted by Michael Milken that is committed to accelerating the medical research process; the 4th annual Oceana Award Gala, honoring Pierce Brosnan; an event for the Hollywood Entertainment Museum; VH1's "Save the Music" gala; and many live music events, private dinners, lounge nights and screenings with such personalities as Kirsten Dunst, James Cameron, and others. All events are by invitation only.

The *Esquire* House 360 was designed and built by Dugally Oberfeld. Creators of premiere luxury homes, the company has worked on projects for a roster of high-end clients, including Denzel Washington, Sylvester Stallone, and the Ford family. Kate Moulene, CEO of Capien Enterprises, will be coordinating all the charities and celebrity support on behalf of *Esquire*. For more information about this project, visit www.esquire.com.

Niveus Media's Pro Series, including the n9 and n7, start at \$14,999 and \$6,999 MSRP, respectively. 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.

About Esquire

Esquire is published by Hearst Magazines, a unit of Hearst Corporation (www.hearst.com) and one of the world's largest publishers of monthly magazines, with a total of 18 U.S. titles and nearly 200 international editions. Hearst reaches more adults than any other publisher of monthly magazines (76.3 million according to MRI, spring 2005). The company also publishes 19 magazines in the United Kingdom through its wholly owned subsidiary, The National Magazine Company Limited.

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