



PRESS RELEASE

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NIVEUS MEDIA HONORED WITH TWO INNOVATIONS 2008 DESIGN AND ENGINEERING AWARDS

Denali Limited Edition takes Best of Video Components and Sierra Edition is named an Honoree in Home Theater Accessories.

New York, NY – November 13, 2007 – The Consumer Electronics Association (CEA®) today announced Niveus Media, the leader in high-end digital entertainment solutions for the connected home, as an International CES Innovations 2008 Design and Engineering Awards winner. Niveus' Denali Limited Edition, boasting video scaling up to 1080p, 2TB of storage, and 7.1 Pro Audio, was awarded with Best of Innovations 2008 in the Video Components product category. The Sierra Edition, Niveus' first eco-friendly media server designed for large volume homebuilders, was selected as an Innovations 2008 Design and Engineering Award honoree in the Home Theater Accessories product category.

"The Niveus team is very proud to be recognized on the CES Innovations Honoree and Best-of roster, once again," expressed Niveus CEO and Co-Founder, Tim Cutting. "Niveus is dedicated to developing the most sophisticated whole-home entertainment solutions and we incorporate the most advanced audio, video, and performance features to do so. Winning Best Of for Denali LE testifies to our commitment."

As a recipient of one of the highest scores in the Video Components product category, the Denali LE boasts impressive video capabilities and incorporates Nvidia's GeForce Series 8 graphics featuring PureVideo™ HD technology for high quality video scaling up to and beyond 1080p. In addition to the award-winning video performance, one of the most distinguishing features of the Denali LE is the "Pro Audio" chipset for the highest fidelity audio reproduction. The dedicated sound card provides the cleanest and highest resolution audio from all channels (up to 7.1), and features digital-to-analog converters from Burr-Brown, chosen in top professional or consumer audio equipments around the world.

Additionally, the Denali LE features the compelling Windows Vista® operating system, CableCARD technology, HD DVD, Intel processor technology, Niveus' ConvergencePanel™ (patent-pending), and Niveus' Glacier™ Passive Cooling technology; resulting in a silent, high-performance, A/V-style media server designed for the digital home. The Denali LE provides pristine audio and video performance for superior home theater production and remarkable whole-home entertainment.

Set to debut at CES 2008 as a proud 2008 Innovations Honoree, the Sierra Edition Media Server incorporates proprietary technology and represents Niveus' base-level offering, intended for those that appreciate the benefits of Media Server functionality and are looking to create an environmentally friendly, digital home. Full product details and availability will be announced at CES 2008.

Since 1989, the prestigious Innovations Design and Engineering Awards recognize achievements in product design and engineering in the consumer electronic category. Selected by a preeminent panel of independent industrial designers, engineers and members of the trade press to honor outstanding design and engineering in consumer electronics products, entrants are judged on an extensive list of criteria, including: engineering qualities, including technical specifications and materials used; product's intended use/function and user value; aesthetic and design qualities; unique and novel features; contributions to consumers' quality of life; and impact on the manufacturer's business model.

Niveus Media's Denali Limited Edition and Sierra Edition will be displayed at the 2008 International CES, which runs January 7-10, 2008 in Las Vegas, Nevada. The Innovations Design and Engineering Showcase will feature honorees by product category at Innovations Plus at the Sands Expo and Convention Center, Booth # 70621. Visit www.CESweb.org/innovations for details.

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.

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