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zoomMediaPlus Bundles Kingston 4 GB SDHC Card for zoomIt iPhone and iPod touch Application Enabled Accessory

First 250 buyers will receive a free 4GB SDHC Card with purchase of a zoomIt, available at www.zoomitonline.com

DEL MAR, Calif., February 9, 2010 — zoomMediaPlus today announced the zoomIt for SD cards will be bundled with a 4 gigabyte (GB) SDHC card from Kingston Digital, Inc., the Flash memory affiliate of Kingston Technology Company, Inc., for a limited free promotion. The zoomIt, a new category of application-enabled accessory for the iPhone and iPod touch, allows users to access and share content from their Mac/PC or CE devices (cameras, netbooks, etc.) with their iPhone and iPod touch using an SD card. The promotional bundle will be available for purchase initially at <http://www.zoomitonline.com>. The first 250 buyers will receive the Kingston SDHC card for free.

“With the zoomIt accessory, Apple iPhone and iPod touch users have unprecedented access to a wide range of content via portable SD memory cards,” said Wendy Lecot, Flash card business manager, Kingston. “Whether it is user-generated content from a still camera, video camera, traditional files like Word document, PDF’s, etc. or professionally-generated content, such as music, movies or books, Apple mobile users will enjoy the new portable storage option to access their content anytime, anywhere using Kingston memory. We are excited to work with ZoomMediaPlus to bring this quick-start bundle to the audience of Apple iPhone and iPod Touch users.”

The zoomIt for SD cards product is available at <http://www.zoomitonline.com> with an MSRP of \$59.99. For a limited time, a \$10 discount will be applied and the first 250 customers will also receive the 4GB Kingston SDHC card for free (a combined savings of \$28.00 based on each manufacturer’s suggested retail pricing).

“SD cards are *the* medium for photography storage today and increasingly are being used to store video, music and other forms of personal content between different devices,” said Chris Fisher, president, zoomMediaPlus. “By providing this bundle with Kingston we’re giving Apple iPhone and iPod touch users everything

they need to 'untether' from their cameras, Macs and PCs so that they can use and share their content on the go."

About the zoomIt Accessory

The zoomIt accessory ushers in the next generation of mobile Apple accessory by combining the power of application software with an intelligent accessory. A compact portable accessory that connects to an iPhone or iPod touch via the bottom connector of these devices, zoomIt reads and shares content from an SD card of any type/density when inserted in to the card slot of the zoomIt.

Supporting all iPhone SDK 3.0 (or higher) file types including photos, music, videos, and documents (.PPT, .XLS, .DOC, .PDF, etc.), zoomIt lets users view, listen, transfer and then, if desired, share content via email, Facebook, Flickr, etc.

zoomIt Software App Makes Sharing Content Seamless

Once the zoomIt accessory is connected for the first time, the user will be prompted to start the automatic download and installation of the zoomIt application from the Apple Applications store, which will be done over the 3G/EDGE/Wi-Fi connections. Alternatively, the zoomIt application can be downloaded to iTunes and synched to the iPhone or iPod touch when connected to a PC or MAC. Once the application is installed, the user then launches the application and can begin viewing the contents of the SD card using a general purpose file manager. The SD card content can be entirely or selectively transferred to the iPhone/iPod touch thereby enabling the user to disconnect the accessory/SD card and have access to all transferred files permanently and within the zoomIt application on the iPhone/iPod touch.

With the accessory connected and the SD card inserted the user can view and stream/play photos, music, files, and more directly from the SD card. In addition, selected content types from the iPhone/iPod touch can be transferred to the SD card for sharing with other PC/CE/mobile devices. The application supports a wide range of content management and sharing features including email and direct posts to Facebook and Flickr of photos on the SD Card. Additional features will be added to the zoomIt application on the Apple App Store over time and made available to zoomIt users via the upgrade process, expanding the usability of the zoomIt accessory.

About zoomMediaPlus

zoomMediaPlus is a mobile media products and applications company. Initial products include the zoomIt iPhone, iPod touch and iPad accessory. zoomIt enables Apple mobile device users to view and share photos, music, books, files and more—all on the go! To learn more about the zoomIt product and for ordering information, visit our website at <http://www.zoomitonline.com>. To learn

more about zoomMediaPlus visit us at <http://www.zoommediaplus.com>. Become a fan on Facebook and follow us on Twitter: www.twitter.com/zoommediaplus.

Editor's Note: For additional information, evaluation units or executive interviews, please contact Diane Orr, Orr & Company, 408-358-1617 or diane@orr-co.com. Press images and video can be found in zoomMediaPlus's press room at www.zoommediaplus.com