



FOR YOUR BEST IMAGE

FOR IMMEDIATE RELEASE

**Visit JOBO AG at PMA 07, Las Vegas, NV USA
South Hall Level 2, German Pavilion, Booth K201-7**

JOBO AG Showcases New Mobile Storage Device at PMA 07

JOBO Spectator features auto-verify function giving users assurance that complete data copy process was successful

Las Vegas, NV (March 2, 2007) – JOBO AG announces today the new JOBO Spectator mobile storage device for digital images. The Spectator joins JOBO's GIGA Vu PRO evolution and GIGA one family of image storage devices by offering consumers a mid-range and very affordable option for backing up, storing and viewing their digital images. Similar in style to the GIGA one, with the added benefit of a vivid color display, the new Spectator allows users to immediately view and share their precious images.

The new JOBO Spectator features a vivid high resolution 2.5-inch TFT Color LCD display with a 16 million color spectrum to display ultra sharp images. The Spectator also features built-in card slots supporting all popular memory cards. And the unit's integrated auto-verify function provides added security and gives users assurance that the copy process was successful from memory card to hard drive storage. In addition, the Spectator's internal rechargeable Lithium-Ion battery makes it an ideal portable digital storage device that photographers can take with them and share their images anywhere, anytime.

"We're very excited to be announcing this new product at PMA 2007," said Johannes Bockemuehl-Simon, JOBO's CEO. "We are pleased to offer the retail community the latest digital image storage and viewing devices and other accessories for professional and advanced amateur photographers."

Available in the spring of 2007, the Spectator will be offered with three different storage capabilities – 40GB, 80GB and 120GB and retail price is expected to be \$249, \$299 and \$379 respectively.

About JOBO AG

JOBO is a family-owned company now in its third generation of family leadership. Having been founded in 1923, it has built up a reputation for quality, professionalism, and commitment. These core values remain their keys for continuous success in times of vast technological changes, growing markets, and globalization.

Through innovation and ingenuity JOBO has created standards within the imaging industry. For example, JOBO created the product class of small-volume, high-quality photo processors. And NASA pictures of the first flight to the moon (Apollo 11) were processed using JOBO equipment.

JOBO is also one of the first exhibitors of the most important photo trade shows in the world – photokina, founded in 1950. Since then, close interaction with photo dealers and end users has been critical in making JOBO an indisputable market leader in the world of photography.

Contact:

Annika Hummerich

Jobo AG

Tel: 0049 22 61 / 5 45 – 41

E-mail: a.hummerich@jobo.com

Web site: www.jobo.com

Steve Rosenbaum/Leigh Nofi

S.I.R. Marketing Communications, Inc.

Tel: 631-757-5665

E-mail: sir@sironline.com / leighnofi@sironline.com

Web site: www.sironline.com

#