

For Immediate Release



**Pacific Digital and Simple Star Partner to Deliver
Enhanced PC Application Software for MemoryFrame™**
MemoryFrame™ users can create dynamic shows with PhotoShow 2

Las Vegas, NV - March 3, 2003 – Pacific Digital Corporation and Simple Star today announced an agreement to work together to deliver a new version of SimpleStar’s PhotoShow 2 software with MemoryFrame™. With PhotoShow 2, users will be able to create dynamic slideshows and easily add text, captions and exciting transitions to their images and then view it on a MemoryFrame™

A brand new way to store and display digital photos, MemoryFrame™ is a stand-alone, electronic “picture frame” that does not require a camera memory card, PC, printer, paper, ink or monthly subscription fee. Users can easily and quickly transfer photos directly from a digital camera into MemoryFrame. They can immediately play them back – in a continuous slide show of vibrant, colorful images – on MemoryFrame’s active-matrix screen.

With PhotoShow 2, creating multimedia entertainment with scanned photos or digital image files has never been easier. A user simply selects their photos, a sound track, transitions and effects and then drag and drop animated clip art and captions to experience their photos like never before. When done, the completed multimedia slide can be viewed online, burned to a CD-ROM, used as a screen saver or even published to the user’s own Web site. PhotoShow 2 is compatible with Windows and Macintosh OS operating systems.

Tony Tate, Vice President, Sales and Marketing noted, “While the Memory Frame can operate as a stand alone device, we want to give our customers a fun and easy to use way to get more creative with their MemoryFrame™.” Simple Star’s PhotoShow 2 software allows anyone to easily create a custom show that can be viewed on the MemoryFrame™
“The MemoryFrame™ is one of the most innovative imaging products on the market. With PhotoShow 2, users can truly personalize what they are viewing on the MemoryFrame™,” said Chad Richard, CEO of Simple Star.

ABOUT PACIFIC DIGITAL

Established in 1996, Pacific Digital Corporation is a leading supplier of complete storage and multimedia solutions.

Pacific Digital's Consumer Product Division focuses on DVD and CD-RW optical storage, USB peripherals, and leading-edge digital imaging products.

Pacific Digital's Advanced Product Division focuses on the DiscStaQ™ family of ADMA products. These range from IC solutions for motherboard and disk controller OEMs to an array of Ultra-ATA host adapters available through distribution from Ingram Micro and Bell Micro.

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About Simple Star, Inc.

Simple Star, "The Personal Media Company", develops software products that enable consumers to manage, make and share media in unique and creative ways. Simple Star licenses its software to computer hardware manufacturers, digital imaging companies and online entertainment companies. In addition, Simple Star sells software directly to consumers through publishers who distribute through retail channels and through large online marketers. Simple Star products have been licensed to or sponsored by companies such as: Eastman Kodak Company, Broderbund, Intel, Vivendi Universal, MTV, Shockwave.com, RealNetworks, Ford, MusicMatch, Pacific Digital, and Palm Pictures. To learn more about Simple Star, visit www.simplestar.com

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