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Smartparts, Inc. Announces Two Affordable
New Digital Picture Frames at 2007 International CES

New easy to use 7.0-inch viewable image frames permit
automatic slideshow viewing of digital photos

Las Vegas, NV (January 5, 2007) – **CES 2007 Booth # South 4 36824** – Smartparts, Inc. (www.smartpartsproducts.com), one of the pioneers of the quickly growing Digital Picture Frame product category, announces today at 2007 International CES two new affordable and easy-to-use Digital Picture Frames that clearly showcase standard (JPEG) images. These two new 7.0-inch viewable image Digital Picture Frames will be available mid-February 2007 at major U.S. retail chains such as Circuit City, Staples and Ritz Camera as well as photo dealers.

These two 9" x 6.5" Digital Picture Frames are available with either a stylish acrylic bezel surrounding a sleek black frame or a classic yet contemporary wood frame – a style to fit any decor. Both feature a 7.0-inch LCD display and are compatible with common memory cards including SecureDigital (SD), Memory Stick (MS), MultiMediaCard (MMC), and xD Picture Cards.

As with all Smartparts Digital Picture Frames, these two new frames also feature an automatic slideshow function which scrolls through every picture on the user's memory card. Both frames display clear sharp images without the need for a computer. Both can easily be displayed on a desk or countertop. And purchasers of these new frames qualify for a free OptiPix™ Software download (a $49.95 value). Created specifically for use with Smartparts Digital Picture Frames this new software utility program allows any Smartparts Digital Picture Frame user to easily maximize memory space on the memory card used with the frame as well as proper picture orientation for the best possible picture display on their Digital Picture Frame.

"The Smartparts Digital Picture Frame collection continues to grow in response to consumer demand for affordable display options that enable them to easily view hundreds of their favorite digital pictures in a single picture frame without the need for a computer," said John Roberts, product manager for Smartparts, Inc. "In addition, these versatile new products easily integrate nicely into many different environments and decors making them ideal products for home or business applications."

Using a Smartparts Digital Picture Frame is easy. Users just remove their media card from their digital camera, insert the card into the digital picture frame and the frame will display the pictures directly from the media card using its automatic slide show feature – no computer is necessary. Computer users who would like to use their PC or Mac can also easily transfer image files that have already been stored or edited directly from their computer to a media card for use in the digital picture frame.

The new Smartparts 7.0-inch viewable image Digital Picture Frames (SPDPF70E and SPDPF70EW) will be available for $99.95.

About Smartparts, Inc.
With sales and marketing offices in Englewood, NJ, Smartparts, Inc. is one of the pioneers of the quickly growing Digital Picture Frame product category. Today, its partnership with Wynit, Inc. provides state-of-the-art distribution capabilities with three distribution centers in California, Tennessee and New York. For more information, visit www.smartpartsproducts.com.

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