



FOR IMMEDIATE RELEASE

Smartparts, Inc. Announces Two New Digital Picture Frames Capable of Storing Up to 2,000 Photographs

Easy to use 10.4-inch and 8.4-inch viewable image frames feature internal memory and come pre-loaded with Smartparts' OptiPix™ software for image optimization

Las Vegas, NV (March 5, 2007) – PMA 2007 Booth #L225 – Smartparts, Inc.

(www.smartpartsproducts.com), one of the pioneers of the quickly growing Digital Picture Frame product category, announces today at PMA 07 two new large hi-definition LCD display Digital Picture Frames that clearly showcase standard (JPEG) images. In what is an industry first, these new Digital Picture Frames come pre-loaded with Smartparts' OptiPix software that helps consumers optimize (auto-rotate and sharpen) their images and easily transfer them to their frames.

Besides automatically optimizing digital images, OptiPix also creates copies of original pictures and resizes them to the perfect size for the frame. This automatic process creates enough room on the frame's 128MB of internal memory for storage of up to 2,000 pictures. Conventionally, consumers would only be able to store 50 pictures or less on the frame's internal memory without the use of OptiPix.

OptiPix software, installed on a user's PC, makes it easy to find pictures, create copies of the originals, optimize the images for a better viewing experience and help users transfer their selected pictures to their digital picture frame. With OptiPix installed and a USB frame or memory card reader/writer connected to their computer, users are able to copy pictures to their frame's memory or a memory card with just a few clicks of their mouse.

“Using OptiPix with these frames eliminates many steps that the consumer has to do to view their images on their frame – new and unprecedented in the industry,” said John Roberts, product manager for Smartparts, Inc. “Smartparts is proud to be the only digital picture frame manufacturer to provide and/or include such a helpful software tool to their users.”

These new Digital Picture Frames are available with a classic yet contemporary wood frame – a style that fits with almost any decor. Both are compatible with common memory cards including SecureDigital (SD), Memory Stick (MS), MultiMediaCard (MMC), CompactFlash (CF) and xD Picture Cards. Both include a convenient remote control and MP3 music capability.

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.

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**Smartparts, Inc. Announces Two New
Digital Picture Frames Capable of Storing up to 2,000 Photos (cont'd)**

-2-

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 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 10.4-inch viewable image Digital Picture Frame (SP104WM) will be available spring 2007 for \$199.99. The new Smartparts 8.4-inch viewable image Digital Picture Frame (SPDPF84M) is available now for \$179.95. Smartparts Digital Picture Frames are available at photo dealers as well as major U.S. retail chains.

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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