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Smartparts, Inc. Previews New 7-Inch Portable Video and Picture Player at PMA 07

*New portable device accepts memory cards directly from a digital camera/camcorder
and instantly plays most common video file formats*

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, previews today at PMA 07 its new compact and lightweight Portable Video & Picture Player.

Perfect for travelers, avid photographers or just a quick road trip to visit family and friends, the Smartparts Portable Video & Picture Player provides a clear crisp display of digital video and pictures on its 7-inch viewable hi-definition LCD screen. This Portable Video & Picture Player allows users to instantly view their video and photos directly from a camera or camcorder's memory card as well as play their music anytime allowing them to bring their digital media anywhere.

This versatile new player features convenient AA Battery or AC adapter power options, built-in speakers, a headphone jack, MP3 player capability, remote control, USB Flash drive and AV output for easy TV viewing of video and images.

“With the rise in popularity of digital photography comes the need for more convenient ways for consumers to display and view precious photographs and digital video clips,” said John Roberts, product manager for Smartparts, Inc. “Weighing only two pounds, the new Smartparts Portable Video & Picture Player allows users to easily bring their digital files with them anywhere they go so they can share with family and friends at a moment's notice without needing to access a computer.”

Available as a free download to users of this new player is Smartparts' OptiPix software. 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 memory card reader/writer connected to their computer, users are able to copy pictures to their memory card with just a few clicks of their mouse.

This new player is compatible with common memory cards including SecureDigital (SD), Memory Stick (MS), MultiMediaCard (MMC), CompactFlash (CF) and xD Picture Cards as well as USB drives. Compatible digital video formats include: DIVX, AVI, MPEG 1, 2, and 4. The new Smartparts Portable Picture & Video Player (SPDPF70P) will be available for \$119.99 later this year.

About Smartparts, Inc.

With sales and marketing offices in Englewood, NJ, Smartparts, Inc. is one of the pioneers of the quickly

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Portable Video & Picture Player (cont'd)**

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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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