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PRESS RELEASE

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iriver Shows Off Sleek and Style-Savvy Multimedia Players For '09

Trend-Setting PMP, MP3 and MP4 Players on Display at CES 2009

Las Vegas – **iriver**, a leading innovator of stylish digital devices, shows off its signature style at CES 2009 with a hot new selection of Multimedia Players, including the compact yet powerful **P7** NAND flash player with a new intuitive user interface and large 4.3” touch screen. Also on display are the slick new **E50** MP4 Player with 52 hours of continuous playback, the **E100 Season II**, a revamped version of the original E100 Multimedia MP3 Player, and the truly eye-catching **Mplayer Eyes** MP3 player.

All of iriver’s Multimedia Players will be on display at the company’s booth (#7935, Central Hall) during the 2009 Consumer Electronics Show at the Las Vegas Convention Center, January 8-11, 2009.

P7 PMP Offers Sleek Design & Smart Performance

Iriver’s sleek new P7 is the perfect on-the-go media companion for any trend-setter. The P7 will be available in 4, 8 and 16GB Nand flash models, making the player slimmer and lighter than HDD-type PMPs, and also more durable. Functions include Video, Music, Photo viewer, FM and Voice Recording. The compact P7 delivers up to 50 hours of audio playback time and full movie CODEC support for enjoying the latest films or videos. The intuitive new user interface and brilliant 4.3” LCD touch screen make the

player a snap to use and control, Enhanced features include SRS WOW HD and 7 Preset EQ settings, plus micro SD slot.

E50 MP4 Player

The new E50 MP4 player is a must-have on long trips – the perfect companion for the frequent flyer or commuter. With 52 hours of continuous playback and lossless music, this sleek and compact MP4 player hosts a 1.8” TFT LCD screen for crisp and clear viewing while on the go. The 2 or 4GB Nand flash player features music, video, FM Radio, FM and voice recorder, photo viewer and USB 2.0.

E100 Season II Multimedia MP3 Player

The original sleek and sophisticated E100 gets a makeover! The E100 Season II offers the same impressive array of features as the original, but is now available in hot new color combos of metallic gray and orange. The crisp and colorful 2.4” TFT LCD screen provides a clear picture when you are clicking through the bold option icons, watching videos, viewing pictures and more. Features include Stereo Speakers, FM radio, Micro-SD Slot, Line In, and more.

Mplayer Eyes

As if the original Mplayer was not cool enough, iriver has added glowing eyes and more memory! When the Mplayer Eyes MP3 player is turned on, white LED eyes light up. Available in pastel pink or blue, the cute player is USB powered with a 2GB NAND Flash memory.

About iriver, Inc.

iriver Inc. is the award-winning producer of iriver digital A/V devices, owned by Reigncom, Ltd., the global digital A/V product powerhouse. Since its founding in 1999, iriver has become renowned for its product innovation, style-driven technology, and

track record of market dominance. The company's ever expanding digital product lines include: Multimedia Devices (MP3, MP4, PMP, DMB), Network Devices (Home Media Center, Wi-Fi Network, Navigation products) and Content Devices (E-Dictionary, E-Book). For more information on iriver and its product lines, please visit: **www.iriver.com**.

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