

Aluratek Unveils New Internet Radio Jukebox

New USB-powered Internet Radio Jukebox Allows Instant Access to over 13,000 Internet Radio Stations in over 150 Countries with No Monthly Fees

Irvine, CA — October 6th, 2008 — Aluratek, Inc, a leading creator of sophisticated yet user-friendly computer peripherals and consumer electronic devices, today introduced a flash-memory-based device that allows users to stream Internet radio stations from around the globe with no monthly subscription fees. Delivering a true plug-n-play user experience, Aluratek's new Internet Radio Jukebox auto-launches a software-based media player through a common USB interface found on any laptop or other computer that allows users to find, save and play online radio stations all over the world.

A pioneer in developing products that provide simple elegance in form and function, Aluratek has created a simple, user-friendly way to navigate the world of Internet radio. Designed for non-technical users who want the exceptional quality of digital internet radio, the device lets users listen to online programming from across the 13,000 Internet radio stations operating in over 150 countries.

"Aluratek was founded on the principle of providing consumers the most compelling electronics and web-based entertainment experience possible for everyone, regardless of level of tech savvy," said John Wolikow VP Sales & Marketing at Aluratek. "Our USB Internet Radio Jukebox delivers on this promise, giving the more than 33 million U.S. adults listening to online radio a new, easy to use way to access to the content they want without requiring downloads, subscriptions or separate players to access it. The device gives users a truly on-demand, personalized jukebox right on their computer."

The Aluratek Internet Radio Jukebox delivers a true plug-n-play experience. Launched through the familiar interface of the popular Microsoft Internet Explorer web browser, the device not only organizes and catalogs Internet radio stations but also determines the quality of audio reception available to weed out low bandwidth broadcasts. The intuitive user interface easily allows search of audio programming in a variety of ways and save data for future use. Broadcasts can be searched for a variety of ways – from the top ten channels by region, by genre, by specific artists, or by songs, as well as a host of other custom search criteria. Unlike other Internet Radio devices that operate through a subscription service, Aluratek's device allows them to reach Internet radio directly from the Web for free from any laptop or other computer that hosts a standard USB connection.

A recent Arbitron and Edison Media Research survey found that weekly online radio audiences increased in the past year to an estimated 33 million. The same study says that thirteen percent of the U.S. population age 12 and older have listened to online radio in the past week which is up from eleven percent (or approximately 29 million) in 2007 and on a weekly basis, online radio reaches more than one in seven 25- to 54-year olds (15%).¹

The new Aluratek Internet Jukebox has an MSRP of \$39.99 and is available through CDW, PC Connection, Amazon.com, PC Mall, Buy.com, Provantage.com, and other e-tailers. For more information about Aluratek's other innovative products for digitally enhancing consumers' lifestyles, please visit www.aluratek.com.

Reference: The Infinite Dial 2008: Radio's Digital Platforms, Arbitron and Edison Media Research, April 2008.

About Aluratek, Inc.

Aluratek was formed by a group of industry veterans who believed that computer peripherals and consumer electronic devices could be both sophisticated in their function and user-friendly in their usage. The goal of Aluratek is to embody "Simple Elegance" in every product it designs, manufactures and sells. The product focus of Aluratek is to bring simple yet elegant connectivity solutions to the consumers to enhance their consumer electronics, communications and computing experience. Each product is carefully designed with the consumer in mind. Each product is solution-driven to address the need of the consumers and deliberately planned to provide the ultimate user experience. Current Aluratek product offerings include the following: Digital Photo Frames, External Storage, High Definition Multimedia Interface (HDMI), Video / Multimedia products, Internet Radios and Universal-Serial-Bus (USB).

For more information, please visit www.aluratek.com.

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