

**Aluratek, Inc. Debuts New Digital Photo Frames;
11" with 1GB Memory and 15" with 256MB Memory**
"Lifestyle Enhancement Devices" Feature Table-Top or Wall-Mount Display;
Remote Control for Convenient Operation

Irvine, CA — October 16th, 2007 — Aluratek, Inc, a leading creator of sophisticated yet user-friendly computer peripherals and consumer electronic devices, announces its newest entries into the booming digital photo frame market: the 11" ADMPPF311F and the 15" ADMPPF315F. Both of these high resolution 11" and 15" Digital Photo Frames have high quality built-in speakers and classic designer wooden frames; the 11" model has a 1GB built-in memory, and the 15" model has 256MB of built-in memory. Both frames, with true color LCD display, support most memory card formats such as CF, MS, SD, MMC, and XD, and also support various picture/video/audio formats including JPEG, MPEG, AVI, MP3, and WMV.

"Our new 11" and 15" Digital Photo Frames will give users effortless access to their digital photos, MP3's and movies, so they can regularly enjoy them as part of their everyday life," said John Wolikow, Aluratek's VP of Sales and Marketing. "Users will especially like the enhanced image quality they get with the larger viewing frames and the built-in flash capacity on both units."

The viewing frames of both models enhance the image from all angles, with superior video resolutions of 1024 x 768 for amazing picture and video quality. In addition to allowing users to conveniently view and print quality pictures by directly inserting their camera's or camcorder's digital media card or USB thumb drive into the frames, the built-in flash media on the devices also lets them quickly and easily transfer favorite digital files directly from their computer, without any software.

Both the ADMPPF311F and the ADMPPF315F can be displayed on a table top with the included stand, or mounted on a wall. A remote control is included with both units for convenient operation. One touch on the user-friendly remote allows the playing of slideshows, and the ability to zoom and rotate, all while listening to high-quality background music. The movie mode allows video and audio enjoyment with amazing quality. These Digital Photo Frames also function as MP3 devices, so users can browse and listen to favorite MP3 music files, with or without accompanying photos or videos. The frames can also be programmed to turn on and off at certain times electronically.

The Aluratek 11" and 15" Digital Photo Frames are available at CDW, PC Connection, Amazon.com, PC Mall, Buy.com, Provantage.com, and other e-tailers. The MSRP for the 11" frame is \$199.99, and the MSRP for the 15" frame is \$299.99. For more information about Aluratek's 11" and 15" Digital Photo Frames and Aluratek's other innovative products for digitally enhancing consumers' lifestyles, please visit www.aluratek.com.

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, Universal-Serial-Bus (USB), Mobile Accessories, and High Definition Multimedia Interface (HDMI).

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

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