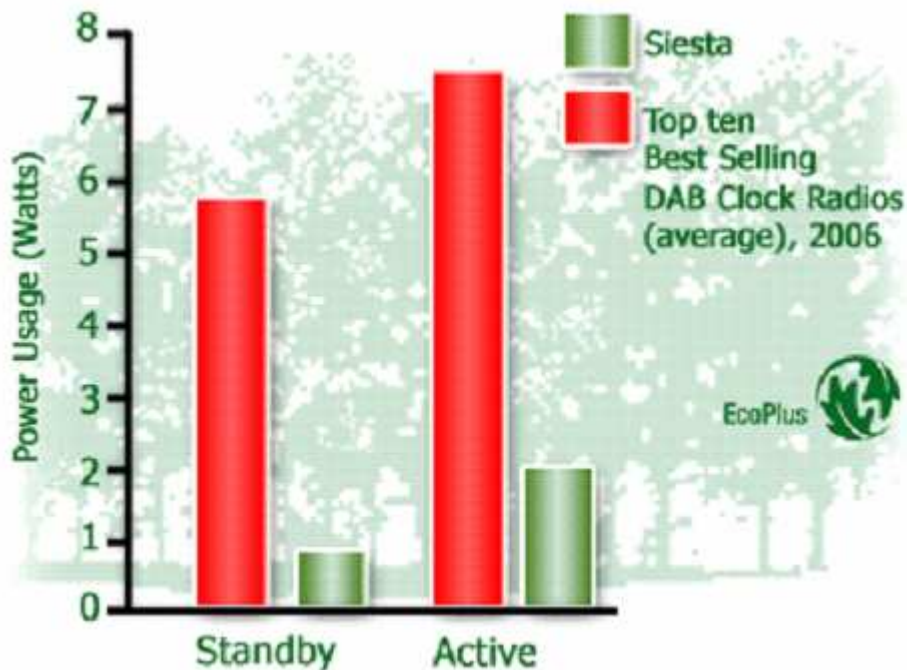


PURE INTRODUCES NEW ECOPLUS RANGE



Full Range of DAB Digital Radio Products with Green Credentials

[Illustration shows power comparison for PURE's Siesta, an EcoPlus product, compared to industry average]

London, UK, August 31st 2007: PURE Digital is making an on-going commitment to the environment with EcoPlus™, a radical change to the way PURE's leading DAB products are designed, manufactured and presented. The initiative is being launched at the IFA show in Berlin from August 31st 2007.

EcoPlus sets standards within PURE for: reduced power consumption; use of materials from recycled and sustainable sources; packaging size; and use of components with minimised environmental impact.

PURE's Siesta was the first EcoPlus product to be launched. Since then EVOKE-1S, TEMPUS-1S and Chronos iDock have all been added to the EcoPlus family. PURE has also made a significant commitment to reduce the power consumption of its existing products, and will have reengineered all of the following products to be part of the EcoPlus range in time for Christmas: EVOKE-3; EVOKE-2^{XT}; Oasis; ONE; PocketDAB 1500; Move; Chronos CD; Élan DX-40 and Élan RV-40.

All EcoPlus product packaging shares a consistent look and feel with a memorable EcoPlus logo and an eye-catching tree motif. They also clearly show in a graphical form, the product's standby and operational power compared to the industry average.

Products within the EcoPlus range have reduced power consumption both in use and in standby. Standby and active power consumption have been made significantly lower than the industry average*.

EcoPlus products are packaged using cardboard produced with a minimum of 70% recycled material, and finished using water-based varnish. Internal pulp trays are 100% recycled, and the user documentation is printed on 100% recycled paper using soya-based inks. Packaging size has also been optimised to reduce materials used and minimise the environmental cost of transport.

