

Photos:

DXG-Roadster Black at: <http://www.thomas-pr.com/136/photos/dxgroadsterblack.html>

DXG-Roadster White at: <http://www.thomas-pr.com/136/photos/dxgroadsterwhite.html>

This Press Release is available at: <http://www.thomas-pr.com/pressreleases/dxgroadsterrelease.html>

**PMA BOOTH
DXG #B187**

Contact:

Karen Thomas

Thomas PR

(631) 549-7575

kthomas@thomas-pr.com <http://www.thomas-pr.com>

**DXG-ROADSTER ALL-IN-ONE PERSONAL MEDIA CENTER -
TAKE YOUR ENTERTAINMENT ON THE ROAD!**

**Shoot Photos & Video, Play Games, Watch Movie Clips, Listen to Music,
& Store Media for only \$199**

City of Industry, CA, March 2, 2007 - **DXG USA** (www.dxgusa.com), one of the fastest growing digital camera manufacturers, announced today the new **DXG-Roadster all-in-one Personal Media Center** that lets you take your entertainment on the road wherever you go. The DXG-Roadster (Model DXG-521) is the only device you'll ever need to capture precious memories and keep you entertained while traveling. The Roadster is a **combination 5 Megapixel digital and video camera, video game and music player with FM radio, voice recorder and storage device**, with 32MB of internal storage and an SD slot for additional memory.

Your entertainment. When you want it. Where you want it.

Instead of being bored on a plane, waiting at the doctor's office, at your kid's soccer practice, or at the Department of Motor Vehicles, why not entertain yourself while waiting? The DXG-Roadster lets you listen to your complete collection of MP3s and videos anywhere you go. You can record TV shows and movies ahead of time directly from any video source via the included AV cable and then watch your favorite "American Idol," "Desperate Housewives" TV shows, or NBA basketball games on the 2.5" bright TFT LCD screen.

As featured in the March 12, 2007 issue of **Life & Style Weekly** (see <http://www.thomas-pr.com/136/photos/dxginlifeandstyle.html> for article), the Roadster is the ultimate in design and functionality. Geared towards kids, teens, and young parents, where style, price, and usability are most important, the DXG-Roadster is popular for its price-performance ratio and the multiple features available in one easy-to-tote compact package. Not only can you store and watch your entire media collection of music, videos, and photos wherever you go, you'll also never miss another once-in-a-lifetime photo-op with the Roadster's 5 Megapixel camera and camcorder. Also, if you remember something important while on the road, you can record a reminder on the spot with the included digital voice recorder.

No more "Are we there yet?" questions during road trips!

“Are we there yet?” How many times do parents have to hear this on a family trip? With the DXG-Roadster, kids can now enjoy their **OWN** entertainment. The DXG-Roadster features 4 pre-stored popular video games, such as Tetris, Boxman, and Gobang, and is shaped like the familiar Sony PSP™. And since the device is lower cost than competing products, you won’t be as worried about sticky fingers playing with it.

“No other product offers the amount of features at such a low price,” said Paul Goldberg, Vice President – Sales and Marketing, DXG USA. “The DXG-Roadster is a one-of-its-kind mobile experience at a user-friendly price.”

DXG-ROADSTER FEATURES:

- **5 MP Digital Camera and Camcorder in one:**
 - Record full-motion video in near DVD-quality, with sound
 - Take vibrant JPEG pictures
 - 4X Digital Zoom
- **Portable Video Player:**
 - Watch movie clips and music videos anywhere you go
 - 2.5” Bright TFT LCD Screen
 - Share your videos with friends and family by connecting the DXG-Roadster to a TV
- **Portable Video Recorder**
 - Records TV shows, movies directly from any video source via AV-in cable
 - Perfect for archiving and digitizing VHS tapes
 - Watch your favorite TV shows and movies anywhere you go
 - Records video in MPEG-4 video format
- **MP3 Player with built-in FM tuner**
 - Listen to your favorite music just about anywhere
 - Keep up with current events with built-in FM radio
- **Voice Recorder**
 - Capture your thoughts, to-do lists
 - Perfect for school, conferences, lectures
- **Portable Video Game Player**
 - Includes 4 built-in classic video games: Tetris, Boxman, Gobang, and Memory
- **Mass Storage Device**
 - 32MB onboard memory
 - SD Card slot to accept memory cards
 - Connect to your PC to store and transfer data files
 - USB2 Interface for fast transfer of files

The DXG-Roadster is available in black and white and comes with a camera pouch, wrist strap, stereo earphones, Lithium-ion rechargeable batteries, USB and AV cables, Mr. Photo 3 and VideoWorks6 software, and user manual. The DXG-Roadster has a suggested retail price of **\$199** and is available immediately through leading retailers and through www.dxgusa.com.

About DXG USA

DXG USA “The Digital Camera Company” is one of the fastest growing digital camera manufacturers in the United States, selling attractively-designed digital cameras for the youth and mainstream markets. Compact, fashionable and affordably priced, DXG digital cameras are setting trends for quality and utility. DXG USA is a fully-owned subsidiary of DXG Technology Corporation, one of the world’s leading manufacturers and designers (OEM/ODM) of digital cameras and camcorders. With over 20 years of experience manufacturing digital technology products under other brand names, DXG now designs and manufactures cameras under its own name. DXG Technology has won numerous design and innovation awards and employs over 4,000 people worldwide. For more information on DXG USA, please visit www.dxgusa.com.

#

The names of companies mentioned herein are the trademarks of their respective owners