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## PRESS RELEASE

IMMEDIATE RELEASE

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### VidaBox Introduces Product Upgrade Program for CableCARD & Future Technologies

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GARDEN CITY, NY – October 11 – VidaBox LLC, the innovator of Media Center and home theater PC systems, today announced the introduction of an upgrade program for existing VidaBox™ Media Center/HTPC systems. This upgrade program will allow VidaBox™ customers to upgrade their existing systems to technologies, such as CableCARD, Blu-Ray, HD-DVD, and Windows Vista, once available.

“There is a justified uneasiness for many consumers when making an investment on Media Center / HTPC,” says Steven Cheung, co-founder of VidaBox™. “Many feel that their systems will be rendered obsolete when technologies, such as CableCARD and Blu-Ray are finally released in Media Centers. We created the VidaBox™ upgrade program to address those concerns and allow consumers to enjoy the many benefits of a Media Center system now without fear of losing their investment.”

Existing customers will be able to upgrade their systems to Blu-Ray or HD-DVD, Windows Vista, and CableCARD when they are released in 2007. The upgrade program is not only limited to upcoming technologies; existing systems can also be upgraded to larger hard drive capacities, more memory, a faster CPU, and more advanced graphics. Customers interested in upgrades can contact VidaBox™ directly for an upgrade evaluation of their VidaBox™ system.

“This is the first program of its kind for Media Centers,” Steven continues. “We are giving consumers the ability to upgrade to what they want, when they want it – all at a significant cost savings. For example, most customers want the ability to play back Blu-Ray or HD-DVD high definition discs, but don’t want to invest in either format until there is a clear winner. Now consumers can take a ‘wait-and-see’ approach and upgrade when they feel the time is right.”

For more details and specifications on the new VidaBox™ upgrade program, please visit the company website at <http://www.vidabox.com/upgrades.htm>.

#### **About VidaBox LLC**

VidaBox LLC is a systems integration company focused on manufacturing premium Media Center systems. VidaBox is on a mission to create user-friendly, stable, compact, and quiet Media Center systems that work right out of the box. For more information, visit [www.vidabox.com](http://www.vidabox.com) or call 1-516-730-7500.

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