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CRAYOLA SHOWING COLORFUL AND COOL ELECTRONICS FOR KIDS AT CES

Trendy Music, School, and Bedroom Products in Product Lineup

St. Louis, Missouri – January 8, 2007 - Crayola, a premier designer and manufacturer of consumer electronic products for kids and a licensed brand division of Digital Products International (DPI, Inc.), is showing a full line-up of the latest Crayola electronic products for today's young consumers in booth #10436 at this week's International Consumer Electronics Show (CES) in Las Vegas. The products are all available now through online sales sites Amazon.com and CrayolaStore.com. The Crayola products are styled for kid tastes, built for kid use, and make perfect and affordable must-haves, or gifts for every kid.

"Consumers can take advantage of immediate availability and everyday low pricing on this line of Crayola products," said Bill Fetter, CEO of DPI, Inc. "The diverse products with cool shapes, feature sets, and of course, vibrant colors, constitute a line-up that can be easily mixed and matched for fun solutions for learning and entertainment."

Entertainment Systems

For fun and entertainment the Crayola group includes the YCBCD3306 portable boom box with CD/CD-R/CD-RW play capabilities and well as an AM/FM stereo radio. The box has its own activity center with a dry-erase board and the newest blue backlit display. The center allows kid-customizable and changeable appearance, and has a storage compartment for the replaceable display pattern templates. The boom box is AC/DC powered, comes with its own AC adaptor and retails for only \$39.99.

More musical options are available from the YCCDP6806 portable CD player and the YCMW2816 digital music player. Retailing for \$29.99 and \$39.99 respectively, both items have dual headphone jacks and come with their own headphones and ear buds. The CD player is also an AM/DM stereo radio and customizable activity center with replaceable kid-tested graphic patterns, as well as the ability to use as a photo frame and display upright. The digital music player is an MP3/WMA player, with 512 MB and ID3/PD-DRM compatibility. It is also equipped with an SD expansion slot, EQ presets and a cool, blue backlight display, with everything controlled by an easy-to-use, kid-friendly interface.

The two portable AM/FM radios from Crayola have their own uniquely designed travel handles, dual headphone jacks and headphones, and digital displays. At only \$9.99 the

YCR2806 can be carried or sit upright on a desk or table. Designed to be just the coolest thing in radio, the \$19.99 YCR6806DT is built for heavy-duty kid-use. It is water resistant and has its own digital clock on board. It also stands tall on a desk, can be carried by its own built-in handle, or stuck to the nearest wall with its own two removable suction cups!

Home and School

Parents tired of trying to wake up the kids can have them do it themselves! The YCCR6806DT clock radio has its own personal recorder for kid-recorded wake-up calls. With a gradual wake system, the unit also allows for radio or buzzer alarms. The desktop clock fits kid décor with a 3-colored nightlight, replaceable patterns, and easy-to-set dimmer switch.

Finally, for the parent's choice, the Crayola line does have something for school and homework as well! The YCE1806 8-digit calculator has the same great kid-styling and retails for just \$7.99. It is dual powered-solar and battery, which is included, and has a handy, attached book clip.

About Crayola and DPI, Inc.

Crayola is an exclusively licensed brand company of the Digital Products International (DPI, Inc.) family of consumer electronic products. Since 1903, the Crayola brand has offered colorful ways for families to bond, and children to express their boundless creativity at home and in the classroom.

DPI, Inc was originally founded 35 years ago as Grand Prix Electronics. The corporate name change to DPI, Inc was initiated to provide a dynamic platform for shared and leveraged services for its consumer electronics product categories while maintaining individual identities for each of its award-winning brands. Currently, DPI, Inc. is the corporate umbrella for the brands iLive, GPX, WeatherX, Crayola and GoVideo. This transition has allowed the company to offer the broadest product offering and most competitive alliances of technology in the audio and video marketplace.

DPI, Inc.'s corporate headquarters in St. Louis, Missouri houses its engineering, logistics and design groups as well as 190,000 square feet of domestic warehouse space to facilitate domestic product sourcing for its customers. DPI, Inc also has offices in Asia that provide engineering, design, logistics, quality control and global product management services as well as customer direct import services. For more information on DPI, Inc and its products and services, visit www.dpi-global.com
