

Nextar Introduces Novel Holiday Digital Photo Frames

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Adorable Snowman and Festive Santa Frames Spread Cheer and Goodwill; Available This Holiday Shopping Season

La Verne, CA – November 6, 2008 – Nextar, a designer and marketer of bold and new consumer electronic products with mass appeal, brightens the holiday season with two new digital photo frames: an adorable snowman (RPF-1503) and a jolly St. Nick (RPF-1504). Each stores up to 60 images, which are displayed on a 1.5” screen. Constructed of durable polyresin, the frames can withstand the attention they are sure to receive. Both are available now for the important upcoming holiday shopping season with an SRP of \$29.99.

“No two characters are more representative of the holiday and winter seasons than a cute, round snowman and a smiling, waving Santa Claus,” enthused Eddy Zheng, Nextar’s founder. “Nextar turns these two iconic figures into delightful digital photo frames that are sure to bring smiles to the faces of both young and old.”

Both of these Nextar digital photo frames hold up to 60 images, which can be shown either manually or in a slideshow presentation. Pictures are easily transferred to the units using included software. JPEG, BMP, and GIF formats are supported. Each frame has a 4MB-capacity built-in memory. When not displaying photos the screen can serve as a digital clock to help keep holiday happenings on time.

The Snowman and Santa are only 4.33” x 5.9” x 2.8”, making them the perfect holiday accessory for any room in your home or at work. The units are powered by two AAA batteries, which are included. Other accessories include a USB cable and image transfer software CD ROM.

Pricing and Availability

The Nextar RPF-1503 and RPF-1504 polyresin holiday figure digital photo frames are available at leading retailers across the U.S., such as Office Max and The Source as well as on line at www.nextar.com. They have a SRP of \$29.99 each.

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About Nextar

Nextar, headquartered in Southern California, is a global designer and marketer of consumer electronics. From the categories it enters to the products it develops and the manner in which it goes to market, Nextar’s decisions are based on its unique ‘bold

and new' philosophy. It currently offers products in the following categories: portable personal audio and video; digital photo frames; portable navigation devices; and Bluetooth®. In addition to tried-and-true consumer electronic retail outlets, Nextar products also are boldly marketed through non-traditional avenues such as department stores, automotive, mass merchants, food and drug, and do-it-yourself.

Nextar is an affiliate of TofascoSM, a rapidly growing company that sells products worldwide in a variety of industries. For further information regarding Nextar, visit its website at www.nextar.com or call toll free 888-849-0846.

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