



For Immediate Release

PNY Technologies and Sony Pictures Home Entertainment Team Up to Offer Comedy Classic Ghostbusters On USB

2GB USB preloaded with movie for download

Mérignac, France (3rd September 2008) - PNY Technologies and Sony Pictures Home Entertainment announce the launch of a new 2GB USB preloaded with Sony Pictures' 80's comedy classic, **GHOSTBUSTERS** starring Bill Murray and Dan Aykroyd. This marks the first time for the release of a full length movie via a USB flash drive and will enable consumers to watch the film with one simple click on their PC or Laptop. The **PNY GHOSTBUSTERS** USB will be available from Argos stores nationwide from now, just ahead of the 25th anniversary year of Ghostbusters in 2009.

Stefanie Summerfield – UK & Nordic Sales and Marketing Director for PNY Technologies said “As a market leader in the USB market, PNY’s focus is to offer consumers added value by providing enjoyable blockbuster content on their USB. Standard features of a PNY 2GB USB stick include 12 hours of video play, 33 hours of music and 1080 pictures. This is all in addition to getting a preloaded movie on the USB flash drive.”

Andy Armstrong, UK, Managing Director for Sony Pictures Home Entertainment stated, “Sony Pictures Home Entertainment is delighted to partner with PNY to offer the first full length movie preloaded on a USB flash drive and ready to play on your PC/Laptop. We are committed to giving the consumer more choice in how to experience their movies either at home or on the go.”

The PNY 2 GB USB with Ghostbusters will be available in stores from now. For more information please visit www.pny.eu

-ends-

Where to buy

Argos

PNY 2GB USB with Ghostbusters

About PNY Technologies:

Established in 1985 in New Jersey (USA) and 1994 in Europe, PNY Technologies delivers a full range of high quality products for everything in and around the computer. The company is a worldwide market leader for flash memory, USB Flash drives and high-end memory upgrade modules. PNY also offers a full line of consumer graphics as Authorized NVIDIA Board Partner and a full exclusive NVIDIA Quadro® by PNY professional graphics. In tailoring its product lines, the company has built substantial brand awareness and established strong relations with retail and distribution channels. Its product lines account for a majority share of retail sales in U.S and Europe. Thanks to its partnerships with major OEMs, PNY Technologies bring constant improvements in all the latest technologies, guaranteeing quality and service. Headquartered in Parsippany, N.J for the USA and in France for Europe, PNY maintains manufacturing facilities and/or sales offices in North America (Santa Clara, Calif. and Parsippany, N.J) ; Europe (France, Great Britain, Germany, Italy, Nordic, Spain, Benelux), Middle-East and Asia/Pacific. The Company has enjoyed continued growth and success since its inception, expanding its product and service offerings into new channels, and has distinguished itself through a unique ability to deliver superior products and added value services to all of its customers. For more information, visit PNY Technologies Web site at: <http://www.pny.eu>

About Sony Pictures Home Entertainment

Sony Pictures Home Entertainment is a subsidiary of Sony Corporation of America, (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in more than 100 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

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