



PRESS RELEASE

Media Contact:

Bernadette Brijlall

Phone: 973-560-5481

Email: bbrijlall@pny.com

PNY Delivers Breathtaking Graphics at BlizzCon® *XLR8™ GeForce® GTX 275 Takes the Stage*

Parsippany, NJ – August 14, 2009 – PNY Technologies®, Inc. (“PNY”), a global leader in flash memory cards, USB flash drives, solid state drives, computer memory upgrade modules, as well as consumer and professional graphics cards, has been selected by Blizzard Entertainment®, Inc. to be the exclusive video card provider for BlizzCon® 2009.

The 4th BlizzCon gaming convention, being held at the Anaheim Convention Center in California, will take place on August 21st - 22nd. An estimated 30,000 attendees, including gamers from all around the world, can get exclusive play time with upcoming games, participate in discussion panels with developers, and compete in tournaments and contests. Check out PNY in the NVIDIA® booth as the exclusive NVIDIA graphics card partner at BlizzCon.

The PNY XLR8 GeForce® GTX 275 will be used as the premier video card in all of the 1,700 gaming systems utilized at BlizzCon. Some attendees may be fortunate enough to win their very own PNY XLR8 graphics card during game play. Featuring an exciting and interactive in-game prize drop, players of World of Warcraft® get a chance to win a PNY XLR8 GeForce GTX 275 graphics card while playing the game at BlizzCon. Blizzard Entertainment will also utilize PNY’s graphics cards for future game development. For an intense game-play experience, users can expect the same high-quality graphics performance at home that developers use to create the games.

“From game development to game play, PNY consistently delivers astonishing graphics,” said Nicholas Mauro, senior marketing manager, PC components for PNY. “We are ecstatic to partner with Blizzard in support of BlizzCon and in celebration of some of the industry’s most popular and critically renowned games. Loyal game supporters now have the opportunity to play with the same graphics card that the next action-packed game expansion will be created with. For an avid World of Warcraft game player, that’s all the power and glory they need.”

For more information on PNY’s entire graphics cards line-up, or to learn more about the complete line of products that PNY has to offer, visit www.PNY.com. For the gaming enthusiast, visit PNY’s on-line gaming portal at www.XLR8gaming.net.

About PNY Technologies

Established in 1985, PNY Technologies®, Inc. is a leading manufacturer and supplier of memory upgrade modules, high capacity flash memory cards, USB flash drives, solid state drives, as well as consumer and professional workstation graphics cards. The company’s photography, mobility, 3D gaming and business solutions are widely available from major retail, e-tail and wholesale outlets internationally. Headquartered in Parsippany, NJ, PNY maintains facilities in North America (Santa Clara, Orange County, CA; Miami, FL; Parsippany, NJ), Europe (Benelux, France, Germany, Italy, Norway, Spain, United Kingdom,) Asia (Taiwan, China) and Latin America. www.pny.com

The PNY logo is a registered trademark of PNY Technologies, Inc. All other trademarks are the property of their respective owners. Copyright © 2009 PNY Technologies, Inc. All rights reserved.