



FOR IMMEDIATE RELEASE

Media Contacts:

Sung Choi
press@cowonamerica.com

**COWON Delivers the Ultimate Portable Multimedia Experience
With First Shipments of Versatile New COWON D2**

*Premium PMP Features Compact Design, Advanced Touch-sensitive Interface,
Memory Card Expansion Slot, and the Industry's Best Digital Media Format Support*

IRVINE, Calif. – March 19, 2007 – Meeting the needs of digital media enthusiasts who demand maximum versatility and performance in a highly compact design, COWON America, Inc., today announced the availability of the COWON D2 premium portable multimedia player (PMP) featuring a high-resolution, 2.5-inch color LCD with an innovative touch-sensitive interface designed to maximize viewing experience and ease of use. The COWON D2 also offers expandability to users with an integrated memory card expansion slot for additional digital media capacity – up to 12GB using a 8GB SDHC memory card.

Introduced to the U.S. market by COWON Systems, a global leader in digital multimedia solutions, the COWON D2 represents the next evolution in PMPs. The D2's compact form factor and high-end design, features and performance give consumers a groundbreaking digital media experience they can touch, hear, see and take anywhere.

“The COWON D2 has gained tremendous traction with our devoted fans and general consumers since its introduction to the U.S. market at CES 2007,” said Francis Choi, senior marketing manager, COWON America, Inc. “The D2 is one of the most compact PMPs with a touch-screen interface on the market, a combination that allows users to navigate through their digital media content and FM radio with their fingertips. Boasting a blend of modern design and key features, including an expansive digital media format support and memory card expansion slot, the COWON D2 was designed to appeal to both everyday users and discriminating digital media enthusiasts.”

- more -

COWON D2 Features, Pricing and Availability

The COWON D2 is available in two colors – black and white – and 2GB or 4GB flash memory configurations, each featuring a 2.5-inch, 16-million-color (24bit), QVGA (320x240) resolution LCD. The display also functions as a touch-sensitive interface with transparent overlay navigation, which is visible during audio and video playback. Additionally, detailed information such as file size, pixel and format, can be viewed while

COWON America Ships COWON D2

Page 2

browsing through digital media files with fingertips or the included multi-purpose stylus/kickstand.

Also unique to the COWON D2 is its expansion card slot that supports SD/SDHC/MMC/MMC-plus memory card formats to transfer files easily to/from other digital devices such as digital cameras, PDAs and more. Its built-in rechargeable battery provides up to 52 hours of audio and ten hours of video playback in a single charge via USB or standard wall charger. The COWON D2 measures 3.07 x 2.18 x 0.65 inches and weighs 3.21 ounces.

Despite its compact size, the COWON D2 does not compromise on multimedia features or support for the latest digital media formats. The COWON D2 is packed with the latest digital multimedia technologies, including:

- Powerful sound quality from 74mW stereo output
- Enhanced sound quality with BBE, Mach3Bass, MP Enhance and 5Band EQ audio technologies
- Expansive digital media format support – including WMV9, MPEG4 (movie), MP3 and WMA; and lossless audio formats including FLAC, OGG and APE
- Fast 30 frames per second QVGA movie playback and TV-out support for seamless transfer to TV or high-resolution monitor
- Integrated FM radio, radio and voice/line-in recording and text-viewing capabilities

Additional functions of the COWON D2 include personalized wallpaper and zoom-in capability for any images; USB storage with transmission of 40 Mbps speed; Podcast support; high-compression video rendering with JetAudio VX software; powerful multimedia management with JetShell software; and compatibility with Windows, Apple and Linux OS.

The COWON D2 2GB and 4GB configurations are priced at \$189.99 and \$219.99 U.S. (MSRP), respectively, and are now available at COWON America's JetMall (www.JetMall.net) and at select U.S. authorized retailers, including Amazon.com, Newegg.com, B&H Photo-Video, ZipZoomFly.com, Buy.com, and iAUDIO store at eBay.com.

- more -

COWON America Ships COWON D2

Page 3

About COWON America

COWON America, Inc., is a division of COWON Systems, Inc., a global leader in digital multimedia solutions. The company remains at the forefront of new multimedia software developments and sales of COWON products in the North American market, including various versions of multimedia software (JetAudio), portable MP3 players (iAUDIO) and portable multimedia players (COWON A2 and D2).

COWON Systems is headquartered in Seoul, Korea, with its North American division office located in Irvine, Calif. More information about COWON America and its products is available online at www.cowonamerica.com.

#