



FOR IMMEDIATE RELEASE

COWON Announces Capacious Upgrades and U.S. Pricing for the COWON A3 and Q5W

IRVINE, Calif. – May 20, 2008 – COWON America, Inc., today officially announced the upgraded 80GB version of its popular COWON A3 and Q5W portable multimedia players (PMPs). The A3 and Q5W boast a wide array of high-end audio/video capabilities on high-resolution 4-inch and 5-inch TFT LCD widescreens, respectively, to provide an optimal portable multimedia experience for general consumers and digital media enthusiasts alike.

The announcement follows COWON's (May 8, 2008) introduction of the COWON D2 featuring 16GB of upgraded, built-in flash memory at an MSRP of \$239.99 U.S.

"Digital media fans and product reviewers alike have definitely taken note of COWON's industry leading list of PMP features such as bright, ultra-sharp widescreens and support for audiophile-quality codecs and high-definition video," said Francis Choi, senior marketing manager, COWON America, Inc. "Our growing legion of followers will appreciate this additional digital media storage capacity that can maximize the performance of COWON PMPs and allow users to take their library of digital media files wherever they go – without worrying about memory space."

The COWON A3 80GB will be available week of May 26 for an MSRP of \$439.99 U.S. The COWON Q5W 80GB will be available in late June 2008 at an MSRP of \$599.99 U.S.

Developed for the U.S. market by COWON Systems, a global leader in digital multimedia solutions, the COWON PMPs are available for purchase at JetMall (www.jetmall.net) and at select U.S. authorized retailers Amazon.com, Newegg.com, B&H Photo-Video, ZipZoomFly.com and eBay.com.

Note to Editors: High-resolution product images and detailed specification sheets of the COWON A3, D2 and Q5W are available upon request. Please contact Sung Choi at (949) 748-7000 x101 or schoi@xpublicrelations.com.

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 (COWON Media Center), portable MP3 players (iAUDIO) and portable multimedia players (COWON A3, D2 and Q5W).

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.