

# NiveusMedia<sup>❄</sup>

## PRESS RELEASE

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### BLU-RAY NOW AVAILABLE ON NIVEUS MEDIA SERVERS

**Customer demand and format war influences Niveus to add support for Blu-ray Disc playback and to cease production of HD DVD-based servers.**

**Milpitas, CA – February 15, 2008** – Niveus Media, the leading manufacturer of high-performing digital entertainment solutions for the connected home, announces support for Blu-ray Disc playback on Niveus Media Servers. Additionally, Niveus announces that new production of HD DVD-based servers will be phased out in the next 30 days.

*“Incorporating Blu-ray into our offering has always been part of the plan but the demand from our customers, market trends, and recent announcements expedited our decision to come to market with Blu-ray support sooner rather than later,”* states Tim Cutting, CEO and Co-Founder, Niveus Media. *“While we have stood behind HD DVD as a viable high-definition platform, Niveus engineers have been running Blu-ray in our testing facilities and are very impressed with the performance and integration with our servers.”*

Blu-ray is available now on Niveus Media’s 2008 line of Windows Vista Ultimate-based Media Servers including the Summit Series Sierra, Rainier, and Denali Editions, and Pro Series models. Customers who have been shipped an HD DVD-based Niveus Media Server within the past 90 days are eligible for upgrade to a free Blu-ray drive (other fees may apply). Further details, upgrade plans, and pricing will be available to Niveus Authorized Dealers next week.

For more information on Niveus Media, Inc., please visit [www.niveusmedia.com](http://www.niveusmedia.com).

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#### **About Niveus Media, Inc.**

*Since 2002, Niveus Media, Inc. has engineered and manufactured high-performance media solutions that take whole-home digital entertainment to an entirely new level. Niveus is an award-winning manufacturer of high-end Media Centers, storage servers, and advanced control software designed specifically for the consumer electronics market. Committed to providing innovative, integrated digital entertainment devices for the networked home, Niveus has simplified the management and enjoyment of digital media at home.*

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