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NEWS

For Immediate Release

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ATMT & Iriver form exclusive partnership to launch Iriver products in the UK.

ATMT International PLC and iriver have joined forces to offer the UK consumer possibly the largest and innovative range of portable MP3 and MP4 players for 2008 and beyond.

The fantastic new range of iriver products will consist of iriver E100 flash MP4 multimedia player, the B20 (winner of Japan Good Design award), Mickey mouse MP3 player (winner of iF product design award 2008 Germany and Japan Good Design award) and then later in the year the stylish Spinn and Clix (CNET best MP3 player and International Design Award).

The iriver range perfectly compliments ATMT's top selling MP3 players, digital photo frames and external storage devices including this year's high definition media drive. The partnership between these two companies offers a solution to the consumers' portable audio and visual needs.

In announcing this release, the Managing Director of ATMT International PLC, Mr Ash Daswani said 'We are very excited to be working with iriver as their exclusive partner in the UK, and we look forward to introducing their new and innovative products to the UK market'.

ATMT are developing stronger partner programs targeted at the major UK distributors and VARs including Westcoast, Northamber, TNS Distribution and Micro-P. For more information about ATMT International, please visit www.atmtgroup.com. For more information about Reingcom and iriver, please visit www.iriver.com.

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About ATMT International PLC

ATMT (Advanced Technology, Media and Telecommunications) is proud to be a unique organisation within the IT and consumer electronics market sectors. ATMT International PLC, which is now rapidly growing worldwide, is headquartered in the UK. Focusing on the convergence of hardware and software has allowed ATMT to offer products and services at the cutting edge of technology. With offices in the United States, UK, Europe & Asia and currently employing just over 2,000 people, ATMT International PLC continues to grow from strength to strength. ATMT International PLC has been built on foundations of hard work, time, commitment and ability of its team worldwide to exceed customer expectations.

About iriver

Since its founding in 1999, iriver has become renowned for its award winning product innovation and track record of market leadership. The company is ever expanding their range which includes: multimedia devices (MP3, MP4, PMP, and Mobile TV), network devices (home media centre, Wi-Fi network, navigation products) and content devices (e-dictionary, e-book). iriver is at the forefront of delivering the best technology to the consumer and this is re-affirmed with the credentials of having number one market share worldwide for MP3/CD players in 2001 and the number one Flash MP3 player in the world in 2003.

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