



NEWS RELEASE

For Immediate Publication

Moser Baer launches sleek and stylish MP3 players

New Delhi, March 17, 2009: Moser Baer, the global technology leader, has launched stylish, all-new MP3 players for the listening pleasure of audiophiles. With the new range of MP3 players, Moser Baer has further added to its impressive gamut of consumer electronics products. The sleek MP3 players come in two models:

MP565-2G has a

- High Contrast LCD Display with 7-colour backlight
- Integrated flash memory and FM radio
- Hold feature to prevent accidental key presses
- Ability to play MP3 and WMA digital music files
- USB 2.0 Hi Speed for fast file transfers.

The MP582-2G enables listeners to

- Clip their music anywhere
- 33 hours of MP3 and 66 hours of WMA files
- Mobile Data storage function
- USB 2.0 for fast file transfers.

Bhaskar Sharma, the Chief Executive Officer of Moser Baer's consumer products business, said: "The new range of MP3 players further enhances our product offering. With their sleek looks, sound quality and economical price it offers customers a constant companion for listening to music at all times, no matter where they are and what they are doing. The products are compact and light to carry but come packed with features and functionalities."

Both the MP3 models come with 2 GB memory and a set of professional stereo earphones and USB adaptor. The products are priced from Rs. 1,190 to Rs. 1,490.

About Moser Baer

Moser Baer, headquartered in New Delhi, is a leading global technology company. Established in 1983, the company successfully developed cutting edge technologies to become the world's second largest manufacturer of Optical Storage media like CDs and DVDs. The company also emerged as the first to market the next-generation of storage formats like Blu-ray Discs and HD DVD. Recently, the company has transformed itself from a single business into a multi-technology organization, diversifying into exciting areas of Solar Energy, Entertainment, and IT Peripherals and Consumer Electronics.

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