



Xtatix Media Contact:
Nicolas Miller
716-361-3166

FOR IMMEDIATE RELEASE

Xtatix's Ben Dolgin-Gardner in Asia Researching Next Wave of Personal Digital Entertainment Products to Hit American Market

Buffalo, N.Y., September 2005 – Ben Dolgin-Gardner, CEO of digital entertainment company Xtatix LLC, is currently in Asia researching the next wave of personal media devices to enter American markets.

“Because digital devices are priced according to what’s hot, what’s new, and when the next best thing will be released, it is important for Xtatix to have a say in what technology is coming out and get a feel for where the market is going.” Ben stated before leaving for Asia. While in Asia, Ben plans on meeting with factory owners, managers, and sales teams there to take part in developing future products to hit the production lines.

Xtatix provides the newest and best technology at affordable prices which larger brands cannot compete against. “What makes us different from other companies is that we bring out unique and new electronics, like the Freefone, while offering unbeatable prices and we still can make a profit.” said Ben.

Ben plans on bringing back samples of some new Xtatix products. The most interesting new products include the Xtatix Visionary, a new MP4 player with a 2.5 inch TFT screen and the Xtatix Ting, a MP3 playing watch with an LCD screen and voice recorder.

Xtatix will be using next month's Digital Life consumer electronics exhibition in New York City to introduce these new products to the industry and consumers. “The feedback we get from end consumers and industry experts at Digital Life will help us decide which products we should focus our marketing efforts on next year. The Digital Life

exhibition will be an educational and exciting time for our growing company." Ben stated.

About Xtatix

Xtatix produces a diverse line of MP3 players and will be introducing new digital entertainment products to the market before 2006. Xtatix players are stylish and offer the same or better features than competitors at a lower price. Located in Buffalo, NY Xtatix targets the educated consumer with an active lifestyle. All products come with a one year limited warranty.

For more information, visit www.xtatix.com.