



PRESS RELEASE

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DIGITAL DELIVERY GROUP TO DISTRIBUTE LIFEWARE 1.0.1 HOME CONTROL SOFTWARE

Deal includes dealer training for Lifeware and HP digital entertainment products.

Columbus, OH – April 4, 2006 – Exceptional Innovation, manufacturers of Lifeware™ home control software, today announced the signing of a national distribution program with the Digital Delivery Group (DDG). This agreement, coupled with the launch of Exceptional Innovation's Lifeware dealer training and certification, brings Lifeware 1.0.1 to dealers nationwide.

"The Lifeware solution represents the true promise of convergence with the way it seamlessly merges home control with digital entertainment," said Steve Cashman, Exceptional Innovation's Vice President of Sales. *"When looking for a distributor to bring our innovative software and future products to market, we wanted a group that specialized in digital products that would allow us to leverage our extensive partnership with HP. As a national HP distributor, DDG sells and supports the full array of HP's digital entertainment products, offering customers great quality at an affordable price."*

Lifeware is seamlessly integrated into Microsoft® Windows® XP Media Center Edition 2005. Using the same Media Center remote they use to access and enjoy their television programs, movies and photographs, a Lifeware user can now easily control any system in their home. The Lifeware experience can also be easily expanded as new sub-system partners are added. Exceptional Innovation has teamed with HP to highlight the experience created when Lifeware, controlling a variety of subsystems from different manufacturers, is paired with HP's Digital Entertainment Centers, Media Center PCs, high-definition televisions and more.

"Lifeware's flexibility, as demonstrated by their integration in Media Center environments and other sub-systems, makes for a truly unique entertainment and control experience. EI's collaboration with HP maximizes dealer opportunities for customer success," said David Kaplan, executive director of Digital Delivery Group. *"This is exactly the sort of innovative product DDG excels at training on and distributing to our customer base."*

“DDG has a stellar training program, which complements EI’s Lifeware Certification program. The more dealers that are trained on Lifeware, the sooner consumers will be able to have the user experience of integrating Lifeware into their media center and personalizing their home automation experience,” concluded Cashman.

“Lifeware exemplifies the type of product solution that Digital Delivery Group was formed to bring to the market place,” stated Mark Friedman, president of Digital Delivery Group. *“I could not be more pleased or excited that we will be their launch partner.”*

DDG will be the first distributor to carry Lifeware 1.0.1, which when integrated with partner hardware products that can control lighting, audio, video, security, HVAC as well as numerous products DDG distributes, provides dealers the flexibility to create unique new offerings to expand their business.

Pricing for Lifeware 1.0.1, the Media Center Edition, will vary based on installation and scale. EI will also create custom and premium versions for custom installers. Logos and images available at www.exceptionalinnovation.com.

About Exceptional Innovation

Based in Columbus, Ohio, Exceptional Innovation produces Lifeware, home control software for lighting, thermostats, security systems, cameras and media management systems. Exceptional Innovation’s line of elegant, all-digital, high-definition touch panels and robust system controllers round out a complete Lifeware solution. Led by software industry professionals with extensive experience with distributed computing based on open standards and open architecture, Exceptional Innovation combines Microsoft development expertise with years of home control experience to deliver simple, seamless, life-enhancing solutions for the digital home.

About Digital Delivery Group (DDG)

Digital Delivery Group, a consortium of regional value added CE specialty distributors, is committed to being the leading source for sales and education of digital systems and convergence products. The members of DDG are specialists in networking products, whole house control, content storage and management, and new technology. More than just a buying group, DDG functions as a strategic resource for its vendor partners and its dealers. Digital Delivery Group’s members bring a unique level of capability to the task with many years of distributor, retail, factory and marketing experience among its members. For more information, visit www.digitaldeliverygroup.org or call David Kaplan at 509-995-1203.

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