



PRESS RELEASE

Contact: Caster Communications, Inc. at 401.792.7080

LIFE|WARE™ BY EXCEPTIONAL INNOVATION HOSTS KID ROCK CONCERT AT CEDIA EXPO 2006

Denver, CO – CEDIA EXPO 2006 – September 13 - 17, 2006 – Booth # 540 – Exceptional Innovation is thrilled to announce it will join HP, CEDIA and SpeakerCraft in hosting the Kid Rock concert at CEDIA EXPO 2006. Kid Rock and the Twisted Brown Trucker Band will play Saturday night, September 16 at 10 p.m. in the Denver Convention Center's Amphitheater. A pre-show party will kick-off at 9 p.m. following the annual CEDIA Awards Banquet.

Known for his high-energy shows, Kid Rock will entertain CEDIA EXPO attendees with songs from his new album, *'Live' Trucker*, his self-tilted *Kid Rock*, his triple platinum album *The History of Rock*, as well as the debut album that defined him as a musician, *Devil Without a Cause*. With his genre-blurring music, attendees will rock to a mix of rap, hard rock, blues and even a sprinkle of country.

Exceptional Innovation and HP will be distributing tickets to the Kid Rock concert to qualifying CEDIA EXPO attendees in the Life|ware™ theater (Booth 540 – Main Hall / Exhibit Level) as well as in the CEDIA Home of Electronic Lifestyles®, a 2200-square foot home located in the parking lot across from the Colorado Convention Center. Visit either location for details on how to obtain tickets.

Logos and images available at www.exceptionalinnovation.com.

About Exceptional Innovation

Based in Columbus, Ohio, Exceptional Innovation produces Life|ware™, 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 Life|ware 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.

ATTENTION PRESS

For VIP press tickets, members of the media who are registered to attend CEDIA EXPO can contact Caster Communications (Contact information below). Caster will make arrangements to hand you tickets on-site at CEDIA EXPO 2006. Press tickets are limited. Please let us know as soon as possible if you would like to attend.

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