



PRESS RELEASE

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LIFE|WARE CONNECTED APPLIANCES FROM LG WILL CHANGE THE WAY WE DO LAUNDRY FOREVER

Washers and dryers are just the beginning as Exceptional Innovation and LG embark upon an appliance revolution that will converge white box goods into a Life|ware home network.

Las Vegas, NV – CES 2007 – January 8-11 – Next Gen Home located in the Central Plaza across from Central Hall – Popular conception holds that today's home automation means some lighting and temperature control, while automated appliances remain part of a Jetson-like future we've never quite arrived at. LG is the first major manufacturer poised to change this notion, working in conjunction with Life|ware™ 2.0 software from Exceptional Innovation.

For example, if you're upstairs watching television in a Life|ware networked home, a message appears on-screen to let you know the washer has completed its cycle, or the clothes in the dryer are ready to be folded. No more mildewed clothes or 'I didn't hear the buzzer.' With Life|ware Connected™ appliances, anything an appliance has to say can be heard all around the home.

Life|ware Connected identifies all of the current controllable subsystems that Life|ware is compatible with. The key to Lifeware Connected is the use of Devices Profile for Web Services (DPWS) to communicate with LG appliances. Instead of using inflexible, proprietary drivers, Life|ware home control software reaches out to the LG washer and dryer through the flexible, cross-platform DPWS standard to enable rapid two-way communications with the appliance.

"Electronics and appliances are being designed to be more intelligent, but what's been missing is a way to connect them all together effectively in a single network. Life|ware is bridging the gap in home automation by offering a solution that will seamlessly converge all of a family's digital entertainment and home control systems together to communicate and share information to maximize the enjoyment of their lifestyle," said Exceptional Innovation's Vice President of Marketing Mike Seamons.

With a simple adapter module necessary to make the appliance Life|ware Connected, consumers will soon be able to check the status of appliances and adjust their functions to suit their schedule and save them time and energy.

“LG is spearheading an effort to bring smart appliances to American homes by taking the best of our HomNet appliance technology into the US market. While washers and dryers are slated as the first beneficiaries of the technology, we are working to offer the same full suite of appliances that our customers in other countries have enjoyed,” said Mr. Ko at LG, Vice President of the Home Network Business Team.

Unlike other home automation solutions that tie the homeowner into a single-branded, proprietary solution, Exceptional Innovation’s Life|ware is hardware-neutral, giving dealers more choices and flexibility to seamlessly integrate with Windows Media Center. Life|ware can be run on any Life|ware Ready Media Center, Xbox 360 or other Media Center extenders, or EI’s own Life|point™ all-digital, high definition touch panel. Exceptional Innovation’s certification and logo programs ensure that dealers have the foundation to successfully implement the Life|ware solution.

For more information on Exceptional Innovation, please visit www.exceptionalinnovation.com.

About Exceptional Innovation

Based in the Westerville suburb of Columbus, Ohio, Exceptional Innovation produces Life|ware™ home control software and hardware for digital living. Life|ware creates a lifestyle experience that allows consumers to enjoy their digital entertainment, wherever and whenever they want, as well as manage their lighting, multi-room audio, HVAC, security, appliances and other subsystems through a single interface by integrating the digital entertainment functionality of Media Center with whole-house automation and control. 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.

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