



Contacts:

Phil Callahan	Susie Cover
Callahan Public Relations	Callahan Public Relations
714.968.5510	870.972.6070
phil@callahanpr.com	scover@callahanpr.com

**‘BE PREPARED’ PRODUCTS FROM WEATHER X
ON DISPLAY AT CES**

Family of Emergency and Entertainment Devices in Booth #10436

St. Louis, Missouri - January 8, 2007 – Weather X, the manufacturer of innovative and functional consumer electronics and brand division of Digital Products International (DPI, Inc.), is showing the newest consumer electronics for safety and emergency use in Las Vegas this week at the International Consumer Electronics Show (CES). Though designed and crafted for use in emergency situations, the products also double as affordable camping, traveling, and at-home entertainment pieces.

“Weather X is offering its most extensive and diverse selection ever of feature-packed personal safety products to this year’s CES audience,” said Bill Fetter, CEO of DPI, Inc. “This innovative line of radios, alarm clocks, lantern and NOAA Weatherband products was designed and tested to perform in demanding situations while allowing the end user to stay informed during most emergency situations.”

Multi-Function Lanterns

The **FR6817DT** multi-function lantern is a lunch box-sized portable emergency device for home, auto, workplace, or storm shelter. The AM/FM radio is also equipped with the NOAA 7-channel Weatherband for alerting and monitoring of local, regional, or national emergency or disaster situations. The AC/DC powered device also comes with an adapter for use in a car 12V lighter. The 12-LED lantern can be twisted and adjusted for targeted and maximum brightness. For mobile or handheld needs, a smaller 5-LED rechargeable flashlight pops off of the lantern with single, push-button ease. Retailing for \$39.99 the unit is available at consumer electronic and hardware outlets nationally.

Also equipped with an AM/FM radio, instant NOAA Weatherband, and an easy-to-see backlit LCD display, the **FR3807DP** lantern radio is Line-In MP3 ready! Stereo speakers on the unit provide quality sound for music, news, alarm or radio features. The dual 12-LED lantern heads are easily positioned for maximum brightness and functionality, and the digital clock is an extra for convenient at-home use. With 3-way power, AC/DC, regular or rechargeable battery and car adapter, the little lantern radio goes anywhere from the back deck, to a camping trip and is always ready for any emergency. The FR3807DP is available nationwide at consumer electronic and hardware outlets and retails for just \$24.99.

Multi-Function Radios

The tiniest radio from Weather X is really a flashlight radio! The **FR1807**, retailing for only \$9.99, is a full-featured emergency device. The handheld flashlight comes with AM/FM radio and the NOAA Weatherband emergency warning and news channels. Powered by four AA batteries, the unit has an easy-to-read clock and date calendar and can be stored in a glove box, or hang from a wrist, belt loop, backpack, or hook by its own attached looped strap. Two light sources, a 5-LED flashlight and an 8-LED lantern, provide ample brightness in any conditions and an emergency siren can call for help, or be used to keep critters away.

Specific Area Message Encoding (SAME) provides local area emergency or disaster information and alerts. When either of the two new SAME radios from Weather X, the **RWB8817DT** or the **CWB8817DT**, is programmed, they become first alert and first information sites when emergencies happen. The programmed radios automatically turn on for the alert message, with the listener hearing the 1050 Hz warning alarm tone as an attention signal, followed by the broadcast message. At the end of the broadcast message, which can include the nature of the emergency, instructions on how to respond, and places to go or contact in the local community for shelter or assistance, listeners also hear a brief digital end-of-message static burst followed by a resumption of the national broadcast cycle.

Both of the radio units are full AM/FM radios with Weatherband and the SAME alert capabilities, both have on-board digital clocks and alarms. The portable **RWB8817DT** is NiMH battery powered with an AC adapter included, and retails for \$39.99. The built-in 5-LED light, nightlight, blinkers, and flashlight capability make this a must have for home, auto, boat, and camping. The stylized \$39.99 desktop or bedside-table model **CWB8817DT** also comes with an emergency strobe light for home or office alerting situations.

About Weather X and DPI, Inc.

Weather X is a brand division of the DPI, Inc. (Digital Products International) family of consumer electronic products. The Weather X products constitute an exclusive line of fully featured, value, specialty items created for use during emergencies such as weather events and natural disasters, but with enough flexibility to serve as additional entertainment electronics for daily family use.

DPI, Inc was originally founded 35 years ago as Grand Prix Electronics. The corporate name change to DPI, Inc was initiated to provide a dynamic platform for shared and leveraged services for its consumer electronics product categories while maintaining individual identities for each of its award-winning brands. Currently, DPI, Inc. is the corporate umbrella for the brands iLive, GPX, WeatherX, Crayola and GoVideo. This transition has allowed the company to offer the broadest product offering and most competitive alliances of technology in the audio and video marketplace.

DPI, Inc.'s corporate headquarters in St. Louis, Missouri houses its engineering, logistics and design groups as well as 190,000 square feet of domestic warehouse space to facilitate domestic product sourcing for its customers. DPI, Inc also has offices in Asia that provide engineering, design, logistics, quality control and global product management services as well as customer direct import services. For more information on DPI, Inc and its products and services, visit www.dpi-global.com
