

PRESS RELEASE

Yantai Daily Media Group and iRex Technologies BV

October 27, 2006

Yantai China/Eindhoven NL, October 27, 2006: Today Yantai Daily Media Group and iRex Technologies BV announce the start of a new phase in mobile digital printed media consumption. In the city of Yantai, China, the Yantai Daily Media Group started today the daily publication of an electronic edition of all newspaper titles of the Group on iRex' iLiad electronic-Paper Reader. Making use of iRex' unique electronic ink display technology and WiFi connectivity, Yantai Daily readers can now enjoy their favorite newspaper with a real "paper" experience and get instant newspaper delivery independent of their location.

"We are convinced that this method of mobile digital printed media consumption will draw a lot of new users to reading our newspaper content " says Zheng Qiang, President of Yantai Daily Media Group. "Yantai Daily Media Group is proud to be the first newspaper media group in the world to start with this innovative newspaper edition covering all available titles of the Group. We have chosen the most advanced e-Paper reader solution, delivered by iRex Technologies, to provide our readers with a true paper like experience in reading, indoors and in the full sunlight".

"iRex Technologies BV has always focused on a B2B approach, with the end user clearly in mind. Newspapers are an excellent application for our unique electronic-Paper based reader and people will find out that it also serves their needs for their own document reading , book reading and also notes taking, says Hans Brons, CEO of iRex Technologies BV."We expect more newspaper companies to follow this example in China"



*Electronic reading on the move.
Newspapers, books and documents in a compact, convenient, easy-to-read format*

High-resolution pictures are available from:

http://www.irextechnologies.com/downloads/Newspaper_Train.tif

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Yantai Daily Media Group

Yantai Daily Media Group is a leading newspaper Group in China, founded in 1945. The Group entails 4 newspaper titles and 3 magazines.

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About iRex Technologies

iRex Technologies BV, is a registered company in the Netherlands, and a spin-off from Royal Philips Electronics NV. iRex provides electronic-Paper based solutions for reading written digital content with the ease and comfort of print on paper, combined with the interactivity, flexibility and up-dating ability of digital information. iRex is funded by ABN AMRO Capital NV and Main Capital BV.

For the latest on iRex Technologies see <http://www.iRexTechnologies.com/>