

ARCHOS Brings Flash-Based Video to Portable Media Player

For the First Time, Consumers Can Enjoy Online Videos From YouTube and Dailymotion on ARCHOS Handheld Media Players or Streamed to a TV

NEW YORK, NY -- (MARKET WIRE) -- June 14, 2007 -- ARCHOS, Inc., a global consumer electronics manufacturer and leader in portable digital entertainment, announced today that its new line of Generation 5 Portable Media Players (PMPs) will support Adobe Flash®-based video, enabling consumers to access online video from their WiFi-enabled ARCHOS devices. The ARCHOS 605 WiFi and 705 WiFi also provide wireless streaming of content from the PC to the TV, freeing online video from the confines of the PC to the big screen in the living room.

ARCHOS Generation 5 devices (announced separately today) are the only PMPs with WiFi capabilities and Flash support, giving consumers Internet content to enjoy wherever they go. Adobe Flash technology powers the vast majority of online video and is considered the de-facto Internet standard. As of January 2007, YouTube served an average of 100 million Flash-powered videos per day. Beginning this fall, consumers can use their ARCHOS 605 WiFi or 705 WiFi to access the Internet, and stream video or music directly to their devices.

"Our new line of portable media players provide the easiest access to content -- and not just favorite videos and TV shows, but also personal and online video," said Henri Crohas, ARCHOS founder and CEO. "By working with Adobe to support Flash, millions of videos per day will be available to consumers wherever they go, or enjoyed from the living room through ARCHOS PMPs and DVR Station. Our new devices provide a truly personalized entertainment experience for consumers, around which Internet video is an important element."

"ARCHOS has developed the most advanced, portable media players in the industry, with screens that display entertainment content and Flash-based video in great quality," said Robert Raiola, EMEA senior marketing director at Adobe. "With more than 200 Million Flash-enabled devices in the market today, we are looking forward to working with ARCHOS to bring Flash Lite to yet another mobile platform for consumers."

ARCHOS Generation 5 PMPs

The Generation 5 line from ARCHOS features the most advanced portable media players in the industry, with easy access to content and personalization options to fit individual lifestyles. The Generation 5 line offers direct access to the new ARCHOS Content Portal, providing the easiest way to acquire TV shows, movies and music through ARCHOS devices wirelessly, without using a PC. The new line enables content streaming from the PC to the TV, so that consumers can enjoy movies, music, photos, and Web video from any TV in the home.

Adobe Flash is available with the Web Browser plug-in, which provides full Web access on the ARCHOS Generation 5 WiFi-enabled products. The plug-in is available from www.archos.com for \$29.99. The Generation 5 line includes the ARCHOS 405, 605 and 705, featuring varying screen sizes and capacities ranging from 2GB Flash drives to 160GB hard drives. The PMP line will be priced starting at \$170 and will be available beginning this summer.

About ARCHOS

ARCHOS introduced the hard-drive-based MP3 player with the Jukebox 6000 in 2000, and since that time has revolutionized consumer electronics devices. The company invented the portable video player in 2003 and was the first to bring TV recording, wireless and touch screens to the portable media player. ARCHOS' award-winning products let consumers enjoy movies, photos, video, music and television anytime, anywhere. Established in 1988, ARCHOS has offices in the United States, Europe and Asia, and is quoted on Compartment B of Euronext Paris, ISIN Code FR0000182479. More information is available online at www.archos.com.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.