

News and Information

For Immediate Release

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A HAND-HELD IN-STORE MUSIC DELIVERY IS DREAM COME TRUE.

Freedom and Mobility is Added to ACD Family of *STAR*TM Systems

Minneapolis, MN (March 22, 2001) – ACD, a leader in distributed audio/video technology, announced today plans to release another technological marvel in its efforts to further expand its family of devices installed at major retailers worldwide. The new hand-held wireless device is capable of delivering a high audio quality sound utilizing DSP technology. Referred to as *STARQuest*TM, this device is equipped with an imbedded scanner and an ATM-like navigational display, weighing less than 12 ounces. Various software modules will allow easy integration of *STARQuest*TM devices with retailer's POS or other services.

Whether the shopper wishes to hear promotional music, listen to what's hot and what's new, or simply try any CD found in the store inventory, the *STARQuest*TM will do it with ease and convenience. "Our entry into the in-store wireless arena is just another natural addition to the dynamic lineup of ACD devices and appliances already in place" commented Fran Berland, COO of Advanced Communication Design, Inc.

“This addition will further distance ACD from its rivals. Now, as it has been all along, ACD’s retail customers will be able to offer shoppers a higher level of reliability and services unattainable through competitive systems”, added Marco Scibora, CEO of Advanced Communication Design, Inc.

This new application, due for the Holiday Season, will feature several capabilities, making the *STARQuest*[™] device similar in functionality to ACD’s popular *STARNavigator*[™] device which offers several layers of selectable options by way of an ATM-like display. “Giving shoppers freedom to browse and shop without constraints will add untapped possibilities for mobile as well as entertaining in-store shopping”, concluded Scibora.

About Advanced Communication Design, Inc.

Advanced Communication Design, Inc. (ACD) is a leading global developer and manufacturer of in-store interactive digital audio and video merchandising systems. Founded in 1986, ACD is headquartered in Minneapolis, Minnesota.

In 1989, ACD became the *first* company to introduce computer-based music sampling systems, giving shoppers then the chance to sample hundreds of music selections before buying CDs or cassettes. In 1995, ACD pioneered the *first* multi-user, high- capacity music sampling system with the use of scanning technology. Due to ACD’s relentless pursuit of new designs, ACD achieved another *first* by introducing a full motion, multi-station video system.

ACD continues to lead the marketplace offering the most advanced and reliable technology in the US, Europe, South Africa, Asia and Australia. Sony has licensed ACD technology for manufacturing and distribution in Japan under the Sony name. For more information, visit the company's Website at <http://www.acdstar.com>.

STAR System[™], *StarNavigator*[™], *StarClassic*[™], *StarMerchant*[™], *StarGazer*[™], *ReelStar*[™], *Price On Demand*[™], *Digital Audio Management Utilities*[™], *StarQuest*[™] are all trademarks of ACD, Inc.