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KOWA WINS PRESTIGIOUS BROADCAST INDUSTRY AWARDS

New PX10 Audio Flash Memory Player is recognized with the Pick Hit and Cool Stuff Awards

Los Angeles, CA — Kowa, a leading provider of innovative products for the broadcast industry, has been recognized at the NAB 2007 Show as a winner of the prestigious Radio Magazine Pick Hit Award. The Radio Magazine Pick Hit Award recognizes the 15 best new radio products shown at the NAB Convention. The products are selected by a panel of radio professionals. Because the products are chosen at the show by radio professionals, the selected products are indicative of true industry choices. The total number of winners is limited to 15 products. All of the Pick Hit winners will be featured in the June issue of Radio Magazine.

In addition, the PX10 Flash Memory Audio Player was awarded Radio World's technology honor, the Radio World "Cool Stuff" Award. The award is given by a panel of engineering judges on behalf of Radio World Newspaper at the NAB2007 Convention. Radio World U.S. Editor-in-Chief Paul J. McLane said. "The Cool Stuff Award represents that a product was selected by a panel of expert radio broadcast engineers as notable for its design, features, cost efficiency and performance designed to serving radio users." Only a very small number of products were chosen for Radio World Cool Stuff Awards at the convention among the hundreds of new products on display. The product and company will be featured in the June 6th issue of Radio World, which is read by thousands of broadcast professionals in the United States and online.

"We're pleased to be recognized by the Broadcast industry," stated Craig Ross, vice president of Kowa Optimed. "The products that received these awards were all very innovative and bring value to radio users as well, and we're delighted to be among the recognized leaders in the market."



The PX-10 is an audio hotkey player that can play audio clips at the touch of a button. By using either a USB or compact flash card to store up to 2GB of audio clips, the PX-10 eliminates the burden of a hard drive. Using the easy-to-use bundled software program to set up playlists on a PC, simply save them on a USB drive or flash card and plug it into the PX-10. Then have the luxury of controlling 6 pages of 50 instant playback keys with programmable and real time effects

such as faders and volume control. Since playlists are stored on a USB drive or compact flashcard, radio broadcast users may share the same PX-10 itself yet use their own personalized play lists. The MSRP for the Kowa PX10 Audio Flash Memory Player is \$3,500.00 and expected availability is slated for August 2007. For further information or to pre-order the PX10 Audio Player, visit us online at www.kowa-usa.com.

About Kowa Optimed, Inc: Kowa Optimed has an impressive tradition of innovation, providing precision optics products that advance the state of innovation within the medical, sporting optics, broadcast, security and factory automation industries. The company's mission reflects that of its parent company, which has established a track record for innovation and business success that dates all the way back to 1894.

Founded in 1980, Kowa Optimed is Kowa Company's presence in the western hemisphere, representing one of the largest privately owned companies in Japan. With this size comes power and innovation, as is evidenced by the breakthrough devices offered by Kowa Optimed: these are the products from the Electronics & Optics Division, which traces its roots to 1946. For more information contact us at KOWA Optimed, 20001 S. Vermont Avenue, Torrance, CA 90502, and Phone: (800) 966-5692.

Editor's note: For hi-res digital images, please contact dan_meyers@sbcglobal.net

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