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World Wide Licenses Ltd. Launches the Cool-i “Digital Audio System”

Combines digital MP3 player with AM/FM radio

Hannover – March 13, 2002– Located in Hall 22 B13 at the CeBIT show is the new *Cool-i Digital Audio System*, which combines a digital MP3 player with an AM/FM radio.

“It’s designed for the young and the young at heart,” said Giovanni Tomaselli, founder of WWL and director of Far East Operations for The Character Group Plc. “You can listen to all of your favorite stations on the radio, or you can create your own music library by downloading audio files or converting CDs to the MP3 format. The docking station turns individual enjoyment to group and (family) entertainment. And because it’s portable, you can take it anywhere.”

Designed to please the eye as well as the ear, the compact *Cool-i Digital Audio System* is available in gleaming white. Three interchangeable MP3 cases come in a variety of colors.

The MP3 player can download files at approximately 250 KB per second. A SmartMedia™ Card supplies the external memory, so memory can be expanded from 8MB to 128 MB (cards not included). The MP3 unit can run on battery for approximately 5 hours and its power supply goes to standby mode after 60 seconds of inactivity. The software that accompanies the MP3 player includes Digi-MP3 Manager, Realjukebox™ Basic and Adobe® Acrobat®. The MP3 player plugs into the *Cool-i Digital Audio System* unit.

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The radio features a full range of AM and FM frequencies, a telescopic antenna for FM reception and a ferroceptor for AM reception, a sleep timer, an alarm and two 2" 8ohm speakers.

Accessories for the *Cool-i Digital Audio System* include CD-ROM software, USB cable, stereo earphones and two AAA alkaline batteries for the MP3 unit.

The *Cool-i Digital Audio System* suggested retail price is EUR79. For inquiries, please contact World Wide Licenses Ltd. at 852-2176 6320. Product images are available upon request.

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World Wide Licenses Ltd. is a Hong Kong-based wholly owned subsidiary of The Character Group. Founded in 1991, The Character Group Plc. is listed in the Main Board of the London Stock Exchange, Media and Photography Sector. Information about Cool-iCam digital products can be found at <http://www.cool-icam.com>.