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FOR IMMEDIATE RELEASE

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World Wide Licenses and Spectra Merchandising

Display the Cool-iCam "G3"

This 4-in-1 camera lets you view your pictures on TV without a computer!

Orlando– Feb 24-2002– Located in Booth #3857 at the Photo Marketing Association show is the compact and versatile, *Cool-iCam G3* digital camera. This exciting new camera captures images at up to 1.3 megapixel resolution. The camera features a 2X digital zoom lens and a 2-way auto flash. With its expandable memory, the camera can accommodate up to 128 MB.

The *Cool-iCam G3* functions as a Web Camera and can also record live video. Available in a silver finish, the *Cool-iCam G3* comes complete with video cable, USB cable, wrist strap and CD-ROM software.

The suggested retail price of the *Cool-iCam G3* Model CIC-260, is \$139.99. For sales inquiries in the US, please contact Spectra Merchandising at (773) 202-8408. For International inquiries, please contact WWL HK at 852 2176 6420. 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>.