



PRESS RELEASE

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EXCEPTIONAL INNOVATION POWERS BEST BUY'S CONNECTEDLIFE.HOME PACKAGED HOME AUTOMATION SOLUTION

Easily expandable system will significantly increase mainstream homeowners' access to home automation and control.

Las Vegas, NV – CES 2007 – January 8-11 – Next Gen Home located in the Central Plaza across from Central Hall – Exceptional Innovation is excited to announce that its Life|ware™ software for digital entertainment and automation powers the ConnectedLife.Home™ packaged home automation solution now available from Best Buy For Business (BBFB). The \$15,000 package, which includes hardware, software and installation, brings home automation to a mainstream audience with availability through Best Buy.

Mike Seamons, Exceptional Innovation's vice president of marketing said, "*ConnectedLife.Home will serve the consumer market in a way that no automation solution has before. Our goal is to make home automation available to everyone. For the home automation industry to grow there has to be acceptance, affordability and aspiration by mainstream America. ConnectedLife.Home is a simple, entry-level solution that introduces the concept of digital living to a much larger audience; it is not about having the latest and greatest gear, but about being an individual or a family that enjoys conveniences and entertainment at the touch of a button.*"

The backbone of ConnectedLife.Home is Life|ware software running on an HP z560 Digital Entertainment Center (DEC). The DEC is then connected to a TV, which essentially becomes the dashboard for controlling lights, climate, security and digital entertainment throughout the home. In addition to the HP DEC and Life|ware software license, the package will include one Xbox 360 as a media center extender, one RCS networked thermostat, two Panasonic surveillance cameras, ten Insteon Remote light switches with two keypads, and a Corinex Any Wire universal home networking kit for connectivity between rooms. AS a special CES promotion, an HP 42-inch diagonal flat panel Plasma TV is included in the package. For peace of mind, Exceptional Innovation also provides one year of 24/7, 365 Life|support, a convenient way for trained EI professionals to support and service a customer's installation. An additional \$19.95 a month will provide consumers with remote access to the system's controls via the Internet.*

"Life|ware is extremely flexible and scalable meaning more light switches and subsystems, like distributed audio, can be added seamlessly and affordably," noted Seamons. *"Life|ware is bridging the gap in home*

automation by offering a solution that easily fits every family's lifestyle. ConnectedLife.Home is the first packaged solution that will seamlessly converge all of a family's digital entertainment and home control systems together."

Because the ConnectedLife.Home package does not require wires to be pulled or walls to be dug out, it is an ideal retrofit, remodel or builder solution. Installation is included in the pricing and handled by the local BBFB installation team within five days of ordering. Though the ConnectedLife.Home package does not allow for substitutions, customers can choose to add to their system through ala carte accessories. Home owners looking to upgrade and expand their solution beyond ConnectedLife.Home are supported by over 500 Life|ware Certified professionals around the country. By using a Life|ware Certified installer, consumers will have access to over 114 products from 37 different companies, including distributed audio.

"In 2007 we will be launching additional partnerships to bring our product to market with specific effort to differentiate what pieces of Life|ware will work for their particular channel," said Steve Cashman, vice president of sales for Exceptional Innovation. *"Best Buy is a market leading partner with a parallel vision on the future of the digital home. ConnectedLife.Home has the opportunity to change the landscape of the mainstream market and what technology gets deployed in the home."*

For more information on Life|ware by Exceptional Innovation, visit www.exceptionalinnovation.com.

**Internet access required and not included.*

About Exceptional Innovation

Based in the Westerville suburb of Columbus, Ohio, Exceptional Innovation produces Life|ware™ home control software and hardware for digital living. Life|ware creates a lifestyle experience that allows consumers to enjoy their digital entertainment, wherever and whenever they want, as well as manage their lighting, multi-room audio, HVAC, security, appliances and other subsystems, through a single interface by integrating the digital entertainment functionality of Media Center with whole-house automation and control. Led by software industry professionals with extensive experience with distributed computing based on open standards and open architecture, Exceptional Innovation combines Microsoft development expertise with years of home control experience to deliver simple, seamless, life-enhancing solutions for the digital home.

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