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DISPLAY THE TREASURES OF YOUR FAMILY'S DIGITAL PICTURE TROVE AT HOME OR ON THE GO WITH THE EASY-TO - USE DIGITAL PICTURE ALBUM AND COOL, LIGHTWEIGHT HOT SHOTS KEYCHAIN FROM ROYAL CONSUMER INFORMATION PRODUCTS

Royal Innovation Keeps Family and Friends In Sight

FOR IMMEDIATE RELEASE

SOMERSET, NJ, September 19, 2005 The popularity of digital cameras has created one significant problem: How can we share all our wonderful digital pictures with family and friends?

Royal Consumer Information Products has provided the solution with the introduction today of two innovative and lifestyle - accommodating digital picture displays: the Royal Digital Picture Album and the silky eggdrop-shaped Royal Hot Shots keychain. Each complements our active lifestyles and frees us from clutches of the PC, the usual way digital pictures are viewed.

Available in 8-inch and 5.6-inch versions, the Digital Picture Album is simple to use and set up. Simply take the digital camera media card from your digital camera and insert it into the back of the 8-inch or 5.6-inch (diagonal) picture frame. There are no monthly fees and no computer is necessary. A slim, credit-card sized remote lets you control the display, whether it's a single picture or a complete slide show containing as many as 500-600 pictures depending upon the digital camera media card.

Royal's Hot Shots keychain carries up to 56 digital photos viewed on a 1.1 inch LCD. Hot Shots offer a compact and convenient display for on-the-go teenagers, students or parents who want to share photos of family and friends. Just load the digital camera photos into the computer and download the pictures you want on the Hot Shots using software included in the purchase. At 1.2 ounces, the Hot Shots keychain is small enough to go anywhere, and take the entire family with you.

The 8-inch desktop or wall mountable- Digital Picture Album features a stylish sleek black wood frame while the 5.6 inch version includes three interchangeable frames in silver, wood-grain brown and black.

Whether it s the Digital Picture Album or Hot Shots, each is a perfect way to share those special life moments with friend and families, said David Joachim, Director of Marketing. Most people typically view their digital pictures around the PC. But the Royal Digital Picture Album lets friends and families create their own favorite viewing area. They make great gifts. And grandmas and grandpas will love them.

The Royal Digital Picture Albums supports digital media card formats: Compact Flash TM (CF), Smart Media TM (SM), Memory Stick (MS), Multi Media Card (MMC), Secure Digital (SD) and XD Card.

Manufacturers Suggested Retail Price:

8 Digital Picture Album	-	\$349.00
5.6 Digital Picture Album	-	\$299.00
Royal Hot Shots	-	\$69.99

Consumers can find the Digital Picture Album and Hot Shots at Neiman Marcus, Shopco and online at Frontgate, around October 1st, with holiday season availability scheduled for most fine retailers.

About Royal Consumer Information Products

Headquartered in Somerset, New Jersey, Royal Consumer Information Products offers high quality, affordable office and consumer electronic products. Featured among Royal s product line up is an array of shredders PDAs, personal organizers, digital picture frames, calculators, desk accessories, time and cash management systems, laminators and postal scales. Please visit us at: www.Royal.com