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FOR IMMEDIATE RELEASE

ZIOTEK FLEXICORD PRODUCT AWARDED CES 2009 INNOVATION HONOREE FLEXICORD CABLES WILL BE DEMONSTRATED AT CES BOOTH 72548

RANCHO CORDOVA, CALIF., NOVEMBER 19, 2008 -- ZIOTEK, a manufacturer and distributor of consumer electronic accessories, announced today that one of its new Flexicord products has been named an International CES 2009 Design and Engineering Awards Honoree. The HDMI digital video cable is just one in the new family of Flexicord cables being introduced by ZIOTEK in early 2009.

The Flexicord HDMI cable, utilizing patent-pending Memory Cord Technology, is a single cable solution for cables up to ten feet in length. Shipped as a compact one-foot-long coiled cable, it can be stretched out to ten feet; once stretched, it holds its shape and will not recoil. Eliminating the guesswork for consumers in determining the exact cable length necessary, a Flexicord cable can be used stretched to its maximum length or used as a short, mess-free coiled cable. A convenient cylinder, included with each Flexicord product, allows the consumer to return the cable to its original coiled shape whenever needed.

Since 1977, the highly coveted CES Innovations Design and Engineering Awards have been granted to honor achievements in product design and engineering. It is sponsored by the Consumer Electronics Association which produces the annual International Consumer Electronics Show (CES), the world's largest consumer technology tradeshow. Products chosen as an Innovations Honoree demonstrate pioneering design and engineering and are judged based on the product's engineering qualities, design aesthetics and user value.

The award-winning Flexicord cable, along with the rest of the Flexicord line, will be displayed at the International CES in Las Vegas, Nevada on January 8-11, 2009. The Flexicord booth is scheduled to appear at space #72548 in the Sands Expo and Convention Center. Other cables to be demonstrated include those for USB and analog video applications.

ABOUT ZIOTEK

For more than 12 years, ZIOTEK has manufactured and distributed innovative products to help people adapt to and thrive in a rapidly changing technology age. ZIOTEK products are exclusively distributed by E-fililiate, Inc., which manages all wholesale accounts. www.ziotek.com

FOR MORE INFORMATION

To learn more about Flexicord or ZIOTEK, please contact Gina Manea at (916) 858-1000 x358 or info@ziotek.com, or visit www.ziotek.com. For more information about the International CES or the 2009 Innovations Design and Engineering Awards, please www.CESweb.org/awards/innovations/.

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