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AMBIENT DEVICES AND .406 VENTURES ANNOUNCE EQUITY PARTNERSHIP

Investment Marks First Institutional Round For Ambient

Cambridge, MA, September 15, 2008 – Ambient Devices has entered into an equity partnership with .406 Ventures. The deal closed September 10, 2008. Ambient’s current senior management team, which includes founders Pritesh Gandhi, COO, and Ben Resner, CTO, will continue to lead the company. The partnership will enable Ambient to accelerate product development, brand awareness, and market leadership for its award-winning dedicated wireless information displays.

“The Ambient team has successfully built high-growth branded and licensing businesses based on the valuable and unique consumer benefit of dedicated information at a glance,” said Carl Yankowski, Ambient CEO. “The Company’s achievements to date have been without any institutional investment, which is highly unusual, and underscores quality products and a quality team. The time was right to add an aligned institutional investor to our shareholder base to help accelerate our growth. We are delighted that .406 has committed both its capital and business expertise to Ambient. We also thank our current investors for their strong and continued support.”

“Ambient is positioned to be the leader in a new category of wireless products that enhance satisfaction and productivity in key applications for the personal, home, office, and mobile markets,” said Larry Begley, .406 Managing Director. “We are excited to partner with Carl Yankowski and the entire Ambient team as they build upon the company’s momentum for dedicated, easy to use information displays and wireless consumer electronics.”

Ambient was recently included in Inc. Magazine’s list of the 5000 fastest growing companies in America for 2008, and has been recognized by the Consumer Electronics Association as an Innovations Award winner for its 7-Day Weather Forecaster. All Ambient products, including Baseball and Football ScoreCast, the Market Maven, the 7-Day Forecaster, and the Ambient Umbrella, receive data from Ambient’s InfoCast Network, which reaches over 90% of U.S. households.

About Ambient Devices

Ambient Devices provides “information at a glance” to dedicated displays and everyday products without a PC or Internet connection. The Company’s wireless technologies enable instant, effortless access to dynamic information, such as weather forecasts, stock market reports, sports scores, and much more – with little or no user configuration.

The company was founded in 2001 to commercialize patent-pending technologies pioneered at the MIT Media Lab. The company is headquartered in Cambridge, Massachusetts, and is privately held. For more information, please visit <http://www.ambientdevices.com>.

About .406 Ventures

Founded in 2006, .406 Ventures is a Boston-based early-stage venture capital firm that invests in innovative Information Technology (“IT”) and services companies founded by the finest entrepreneurs. The .406 Ventures team comprises industry entrepreneurs, operators and investors who apply real world experience, deep industry knowledge and networks, and strong company-building skills to create value for our entrepreneurs and investing partners. .406 Ventures makes early-stage and de novo investments in market-changing IT Security and Infrastructure, Technology-Enabled Business Services, and Next-Generation Software companies.

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