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AMBIENT FOOTBALL SCORECAST DEVICE KEEPS FOOTBALL FANS IN THE KNOW, AT A GLANCE

Device Lets Fans Track their Favorite Team and the Entire League, from Pre-Season through the Championships

Cambridge, MA, November 26, 2007– Ambient Devices today announced the Ambient Football ScoreCast™, the first dedicated display device that provides instant, effortless access to professional football scores, standings and schedules, throughout the season, at a glance. The Football ScoreCast is the newest product in Ambient’s line of instant, effortless display products, which includes the 7-Day Forecaster for weather conditions and the Market Maven for stock activity.

The Ambient Football ScoreCast simplifies access to game and team information, eliminating the need for cumbersome products and services that require time and repetitive navigation. The Football ScoreCast can be placed anywhere in the home or office, and requires no Internet connection, computer, or set-up. Simply add batteries to start receiving team and game data.

“The Football ScoreCast product is a great solution for the fan who wants to be in the know, who frequently checks scores, standings, and schedules throughout the week, and who does not want to be chained to a computer or TV,” said Ert Dredge, Ambient’s Vice President of Category Management. “This device saves time, and may even save a few marriages. This product delivers on Ambient’s vision to simplify consumer’s lives with instant, effortless access to information.”

The Ambient ScoreCast eliminates the need to check a website or to flip through channels on game day to keep up with scores. The device provides line scores, updated quarter-by-quarter, and automatically indicates overtime play when appropriate. The device also provides current standings for every team in every division. Users can independently select team and division information to anticipate weekly match-ups. Users simply add 4 “AA” batteries (not included) to receive football data. The ScoreCast is 8.15”x 4.9” x 1.1” and has a kick-stand for table or desktop display.

Pricing and Availability

The Ambient Football ScoreCast has a SRP of \$124.99 and will be available in December from Frontgate, Seventh Avenue, and other national retailers.

About Ambient Devices

Ambient Devices brings Internet information to everyday products without a PC or Internet connection. The Company’s technologies enable effortless access to dynamic information, such as weather forecasts, stock market activity, sports scores, and much more – with little or no user configuration.

Ambient Devices 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>.

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