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CREATIVE LABS ANNOUNCE NEW VERSION OF VIDEOSPIGOT FOR WINDOWS

Responding to the growing popularity and increased sales demands of video cards, Creative is increasing its line of video solutions by offering VideoSpigot for Windows bundled with the Cinepak(tm) CODEC and Microsoft Video for Windows. VideoSpigot will sell at a suggested retail price of \$399.

"Creative is committed to making its products more accessible to our customers. By providing a new version of our highly-acclaimed VideoSpigot for Windows add-in card, we broaden the base of video card end-users while providing superior, affordable products to entry-level digital video producers," said Arnold Waldstein, director of marketing for Creative Labs.

Creative is the first company to utilize and ship the Cinepak CODEC, a technology licensed by Creative from leading graphics peripheral supplier SuperMac Technology, Inc., through other companies such as Microsoft, Sega, Apple and 3DO have licensed the technology. VideoSpigot for Windows and Cinepak provide a complete solution for professional video presentations by capturing full-motion video from VCRs, cameras and laserdiscs and providing users the ability to edit them as Audio Video Interleaved (AVI) files with Microsoft Video for Windows.

CINEPAK'S FEATURES

Cinepak is a video software CODEC (compressor/decompressor) which can achieve ratios of up to 20:1 with virtually no loss of image quality compared to original uncompressed 24-bit AVI files. Cinepak can be run on "lightweight" processors because it utilizes very little CPU overhead for video playback. This allows users to obtain the maximum benefits available from their display card or graphics controller architecture.

VIDEOSPIGOT UPGRADE

Present registered owners of VideoSpigot may receive the Cinepak upgrade at no extra cost by returning the reply card enclosed in their original VideoSpigot package.

Creative Labs, Inc. is the U.S. subsidiary of Singapore-based Creative Technology Ltd. Creative Technology develops, manufactures, and markets a family of sound and video products for IBM-compatible PCs. The Company's Sound Blaster system has become the universal sound platform for PC-based software. Creative Technology Ltd. was incorporated in 1983 and is based in Singapore. The Company's stock is traded on the National Market System under the NASDAQ symbol CREAf.