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FOR IMMEDIATE RELEASE

MOSHI IVR ALARM CLOCK AWARDED VISION FREE AWARD *Prestigious award given at CES for contribution to the blind community*

LAS VEGAS (January 27, 2009) – The Wonder Foundation, founded by Stevie Wonder, and the Sendero Group, awarded Moshi with the Vision Free Award at the Consumer Electronics Show (CES) this month. The Vision Free Awards program recognizes companies that create user-friendly products and services designed with the visually impaired in mind. The Moshi IVR Alarm Clock is the only interactive talking alarm clock that aids the visually impaired with its ease of use through verbal commands. Other technology leaders recognized at CES by The Wonder Foundation included Google, Apple and NPR.

Moshi IVR Alarm Clock is the first touch-free clock that can set both time and alarm by voice. The user can initiate commands by saying "Hello Moshi™," and the clock will respond with, "Command Please." Utilizing the Interactive Voice Recognition technology, the clock will carry out instructions to any of the 12 Voice Activated Commands.

The IVR technology utilizes a unique hybrid model of Neural Net and HMM Phonetic Speaker Independent (SI) Recognition software. It allows for large vocabulary recognition which is highly accurate, noise robust and capable of accommodating a wide variety of accents. Without any pre-programming, each Moshi IVR Alarm Clock can recognize every user's voice right out of the box.

"We originally designed the Moshi IVR Clock for visually-impaired users who need to fully operate their clock without ever seeing or even touching it," said Michael Nostrant, CEO of Moshi, Inc. "We are very pleased by the feedback we have received from the visually-impaired community, seeing that our clock is providing real value for the customers whom inspired the design."

In addition, the Moshi IVR Alarm Clock is officially endorsed by the World Blind Union. Moshi continues to work closely within the visually-impaired community by working with organizations such as The Seeing Eye and the National Federation of the Blind.

Availability and Pricing

The Moshi IVR Alarm clock is currently available at www.moshilifestyle.com and through other authorized resellers, starting at \$49.99. For more information, please visit: www.moshilifestyle.com.

About Moshi

MoshiLifestyle™ was formed to encompass what the Moshi Pillow symbolizes: comfort through innovation. Moshi products apply advanced technology to home appliances in a user-friendly fashion that creates solutions for everyday problems.

Moshi is dedicated to producing high-quality products at low costs that integrate into each customer's lifestyle. Moshi customers look for unique and innovative products that provide efficiency and comfort. For more information, please visit: www.moshilifestyle.com.

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