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**FOR IMMEDIATE RELEASE**

**INNOMEDIA ANNOUNCES BUNDLING OF BUDDYTALK WITH  
CREATIVE'S SOUND BLASTER LIVE!**

***BuddyTalk to reach more than 100,000 potential users per month***

**Singapore and San Jose, CA — September 10, 2001** — InnoMedia™, a leading supplier of Internet telephony appliances, business solutions, and services, today announced the bundling of their BuddyTalk™ Voice-over-Internet Protocol (VoIP) software with the award-winning Sound Blaster Live! series of audio cards from Creative Technology Ltd. (NASDAQ: CREF), the worldwide leader in digital entertainment products for the personal computer and the Internet.

BuddyTalk, the ultimate Internet voice communicator offering four convenient and versatile ways of communicating with anyone in the world, will be installed by default on the Sound Blaster Live! installation disc.

"Our Sound Blaster Live! customers are mainly Internet users, which makes BuddyTalk an ideal complement to our product line," said Sim Wong Hoo, chairman and chief executive officer of Creative Technology Ltd. "This product combination will empower our users to experience real-time, superb-quality voice communications over the Internet," he added.

"We are very pleased that BuddyTalk will be offered as a bundle solution for the Sound Blaster Live! as this illustrates the software's remarkable worth," said Ng Kai Wa, co-founder and chief executive officer of InnoMedia. "We are confident that BuddyTalk will further enhance the Sound Blaster Live! series of audio cards in terms of quality and value," he noted.

All users who install and register BuddyTalk will receive a new BuddyTalk account with US\$30.00 worth of Multi-Party Conference calling. This can be used in the next 45 days for ten Multi-Party Conference calls of up to one hour in duration each. Additionally, registered users will receive US\$1.00 worth of PC-to-Phone calling, which is equivalent to 20 minutes of calling to USA or UK, or 25 minutes of calling to Hong Kong. Also, when first-time users recharge their BuddyTalk account (with a minimum of US\$10.00), InnoMedia will give them an additional US\$10.00 of credit absolutely FREE that can be used for PC-to-Phone or Multi-Party Conference calling.

**About BuddyTalk**

BuddyTalk is a next generation PC software client enabling colorful and information-rich communications only possible through VoIP. This all-in-one product offers: multi-party conferencing where up to ten buddies can talk simultaneously; PC-to-PC worldwide calling; PC-to-

- more -

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Phone calling to any phone in the world; and instant messaging. All of these services combined make BuddyTalk the ultimate 4-in-1 PC communication tool.

Employing InnoMedia's advanced IP telephony technology, BuddyTalk delivers the highest sound quality possible when coupled with Creative's award-winning Sound Blaster Live! audio card. Unlike any other solution of its kind, BuddyTalk is the first multifaceted communications application to enable server-based mixing and full-duplex conferencing capability, enabling broadband and dial-up Internet users to participate in high-quality conference calls.

To run BuddyTalk, users will need a multimedia PC with Microsoft Windows 98, Windows Me or Windows 2000 Professional, a full duplex sound card, a headset or microphone and speakers, an Internet connection of 28.8 kbps or faster, and Microsoft Internet Explorer version 4.0 or newer.

### **Pricing & Availability**

PC-to-PC worldwide calling and instant messaging are free between BuddyTalk users. PC-to-Phone calling anywhere in the world is available at competitive rates depending on where you are calling. These rates are as low as 4 cents per minute to Hong Kong; 5 cents per minute to the USA or UK; 8 cents per minute to most of Western Europe and 9 cents per minute to Canada, Japan and Australia.

BuddyTalk's multi-party conferencing service is available for just US\$3.00 per call up to one-hour in duration, where as many as 10 BuddyTalk users can participate. This fee is only paid by the call originator.

Sound Blaster Live! is available for worldwide purchase through Creative's global retail and online resellers.

### **About Creative**

Creative (Nasdaq: CREAM) is the worldwide leader in digital entertainment products for the personal computer and the Internet. Famous for its Sound Blaster<sup>®</sup> and for launching the multimedia revolution, Creative is now driving digital entertainment on the PC platform with products like its highly acclaimed NOMAD<sup>®</sup> Jukebox. Creative's innovative hardware, proprietary technology, applications and services leverage the Internet, enabling consumers to experience high-quality digital entertainment – anytime, anywhere.

### **About InnoMedia**

Founded in 1995, InnoMedia is a privately held multinational organization with operations in the United States, Singapore, Taiwan and China. InnoMedia provides end-to-end IP telephony solutions for consumers, enterprises, service providers and OEM customers. The company's integrated family of products and its quality-managed network services enable enhanced telecommunications services by employing the power of the Internet. For more information on InnoMedia, visit the company's web site at [www.innomedia.com](http://www.innomedia.com).

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