

FOR IMMEDIATE RELEASE

Asoka's New 200 Mbps Powerline Network Solutions Power up the Digital Home

Three new additions to the PlugLink® Powerline network solutions family offer simple, secure, and reliable connectivity for IPTV and High-Definition video streaming

Santa Clara, CA (October 10, 2007) – Asoka USA, a leading Powerline Network Solutions provider, today debuted the latest additions to its popular PlugLink Powerline network solutions family – the PlugLink AV 9164 Digital Power Center (PL9164-4SW), the PlugLink AV 9560 Wireless Adapter (PL9560-WAP) and the PlugLink AV 9660 Ethernet Adapter (PL9660-ETH). All three are designed for HomePlug® AV standards compliance, boasting connection speeds of up to 200 Mbps over existing home electrical wiring. Asoka is showcasing all three products this week at the 2007 HomePlug Technology Conference in Santa Clara, California.

The PlugLink AV 9164 Digital Power Center (PL9164-4SW) features 6-AC sockets with comprehensive surge protection, advanced AC powerline noise filtering for better picture and sound, and a HomePlug 200 Mbps 4-port Ethernet switch for overall digital home entertainment network connectivity. The PlugLink AV 9164 Digital Power Center (PL9164-4SW) is the ideal solution for growing digital entertainment needs, providing a simple, secure and reliable network solution while offering world-class performance and protection for your AV components.

The PlugLink AV 9560 Wireless Adapter (PL9560-WAP) is an integrated HomePlug AV 200 Mbps Ethernet Adapter with an 802.11b/g access point. The PlugLink AV 9560 Wireless Adapter (PL9560-WAP) is the ideal wireless network extender for your home or office. It provides instant extended wireless coverage without complicated Ethernet wires or unreliable and complicated wireless repeaters.

The PlugLink AV 9660 Ethernet Adapter (PL9660-ETH) is a HomePlug AV 200 Mbps Ethernet bridge that makes it quicker and easier than ever to set up a home network or small business network. Featuring advanced push-button encryption technology for immediate security and a LED performance indicator, the PlugLink AV 9660 Ethernet Adapter (PL9660-ETH) provides a flexible High Definition (HD) multimedia-ready network solution for the digital home.

"Our new PlugLink 200 Mbps AV suite offers our Carriers and customers a pervasive and reliable network backbone for services such as Broadband, VoIP, IPTV and Home Monitoring," said Dano Ybarra, CEO of Asoka. "Asoka is

dedicated to delivering the ultimate experience in digital home entertainment through innovative and unique designs as demonstrated in our PlugLink AV 9164 Digital Power Center, advanced push-button encryption, and LED performance indicator."

"Asoka's latest HomePlug AV portfolio represents the continued momentum of the HomePlug Powerline Alliance," added Matthew Theall from Intel Corporation, who also serves as the President of the HomePlug Powerline Alliance. "Innovative integrated HomePlug designs like these from Asoka truly help proliferate the value of this technology."

Pricing and Availability

The PlugLink AV 9660 Ethernet Adapter (PL9660-ETH) is immediately available and the Suggested Retail Price is \$99.99 for one adapter. The PlugLink AV 9560 Wireless Adapter (PL9560-WAP) and the PlugLink AV 9164 Digital Power Center (PL9164-4SW) are scheduled to ship in 1Q 2008. The Suggested Retail Price is \$119.99 and \$139.99 respectively. These products will be available through Asoka's network of resellers, Service Providers and Asoka's own online store, www.asokausa.com.

About Asoka USA Corporation

Asoka is a leading developer of simple, secure, and reliable powerline networking products that use existing electrical wiring to deliver high-speed networking throughout a home or business. Asoka's innovative products are sold globally through Carriers and Systems Integrators for both residential and commercial environments. The company offers the broadest and most complete portfolio of powerline products available today, and boasts powerline technology leadership and knowledge unparalleled in the industry. To learn more, visit www.asokausa.com.

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Press Contact

Christina Sarracino
DMS Public Relations
Phone: 4150298-0165
Email: csarracino@casprcom.com