



For Immediate Release

SIGHTSPEED BRINGS FUN AND EASY-TO-USE VIDEO PHONE SOFTWARE TO CREATIVE'S FAMILY OF WEB CAMERAS

Creative WebCam Live! Motion and Top-Rated Video Calling Service Now Available in Convenient Package

Berkeley, Calif. – September 15, 2005 – SightSpeed Inc., the award-winning service that turns your PC into a video phone, today announced it will bundle SightSpeed's video calling service with Creative's entire lineup of web cameras. The first Creative webcam available with SightSpeed's video calling service is the recently announced WebCam Live! Motion, a stylish webcam that features smooth, quiet motorized pan-n-tilt motion with unmatched horizontal and vertical views, making it ideal for video calls, home security monitoring, multi-party video conferencing, or video e-mail. The Creative WebCam Live! Motion, with SightSpeed's video calling software, is now available at major retailers and www.us.creative.com for only US\$149.99. The powerful combination of Creative's web cameras and SightSpeed's video calling service will enable consumers to see and hear family and friends anywhere in the world, right from their personal computers.

"From business colleagues using video calls to save valuable travel dollars to U.S. soldiers keeping in touch with their families while overseas, web cameras are bringing a whole new dimension to communication over the Internet," said Lance Ohara, Brand Manager for North America at Creative. "Using the Live! Motion webcam with SightSpeed's integrated Video Mail and Multi-Party Video Calling is like having a personalized video phone sitting on top of your computer that lets friends, family, and colleagues communicate naturally – just as if they were in the same room together."

SightSpeed will be pre-set to install from the Creative WebCam Live! Motion installation CD. Customers who purchase a Creative webcam will be offered a unique, free service plan designed exclusively for them, as well as valuable savings on SightSpeed's premium service plans.

"Creative is a global leader in consumer technology and is famous for making high-quality, innovative products available to consumers worldwide," said Brad Treat, founder of SightSpeed. "This collaboration cements SightSpeed's leadership position in providing

