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PNY and National Geographic Celebrate World Animal Day at Local Zoos Program Gives Children Photography Skills and Lessons About the Natural World

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PARSIPPANY, N.J., Oct 03, 2008 (BUSINESS WIRE) -- PNY Technologies(R), Inc. is partnering with National Geographic Kids Entertainment for upcoming World Animal Day celebrations at zoos around the country to help young children become better photographers and learn about animals.

The events are focused around World Animal Day, which is Saturday, Oct. 4, and are geared toward children ages three through eight and their parents. Each zoo event begins with "Photo Safari Camp," where a National Geographic photographer will teach the children new photography skills and valuable lessons about the natural world. The photographer will send them "on assignment" with a digital camera to observe animals at the zoo.

PNY is donating 1,700 customized 1GB USB flash drives for the children to save their photo memories. The drives feature the National Geographic and PNY logos as well as the Web site address for "Mama Mirabelle's Home Movies." The animated program airing on PBS Kids, teaches preschoolers about themselves and the world around them through Mama and the young animals in her charge.

The flash drives are loaded with printable coloring sheets, an episode from "Mama Mirabelle's Home Movies," a music video, a "Guess the Animal" video, and fun recipes. Parents will also receive a special PNY discount offers and a National Geographic Photo Camp family activity guide providing practical photography and animal exploration tips on how to "look at the zoo from a kids' point of view."

"The National Geographic World Animal Day celebrations will inspire and engage parents and their little ones to explore the natural world through the lens of a camera," said Tony Gomez, vice president, sales and marketing, PNY Technologies. "PNY is excited to help bring the art of photography to the next generation and keep the memories of World Animal Day alive for all of the participants."

Upcoming events with National Geographic photographers include:

- Oct. 4: Point Defiance Zoo & Aquarium (Tacoma, Wash.), Kevin Horan
- Oct. 4: Lowry Park Zoo (Tampa, Fla.), Annie Griffiths Belt
- Oct. 11: San Francisco Zoo, Jim Sugar
- Oct. 11: Dallas Zoo, Darylne Murawski

The World Animal Day events also include premiere screenings of "Mama Mirabelle's Home Movies," a 30-minute animated program with animal themes; and a birthday celebration with a cake and a sing-along. Parents can sign up their children for the events by contacting their local zoo.

The photos taken at the World Animal Day celebrations will also be entered in National Geographic's "Mama Mirabelle's My Favorite Animal" photo contest. Families are encouraged to take photos of their favorite animals and upload them to <http://www.mamamirabelle.com> for a chance to win prize packs from National Geographic and Fisher-Price. Additionally, in celebration of World Animal Day, PNY has created a special webpage offering a 25 percent discount on select memory products for your digital cameras, camcorders, and mobile devices. This offer is available at <http://www.pny.com/photosafari>.

About PNY Technologies

Established in 1985, PNY Technologies(R) Inc. is a leading manufacturer and supplier of memory upgrade modules, high capacity flash memory cards, USB flash drives, portable hard drives as well as consumer and professional workstation graphics cards. The company's photography, mobility, 3D gaming and business solutions are widely available from major retail, e-tail and wholesale outlets internationally. Headquartered in Parsippany,

N.J., PNY maintains facilities in North America (Santa Clara and Orange County, Calif., Miami, Fla. and Parsippany, N.J.), Europe (Benelux, France, Germany, Italy, Norway, Spain, United Kingdom,) Asia (Taiwan and China) and Latin America. For additional information, please visit the company's Web site at <http://www.pny.com>.

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Gibbs & Soell Public Relations

Lara Chereso

Phone: 847.519.9150 ext. 2116

Email: lchereso@gibbs-soell.com

or

PNY Technologies, Inc.

Margaret Salleroli

Marketing Communications Manager

Phone: (973) 560-5512

Fax: (973) 560-5399

Email: msalleroli@pny.com

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