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CREATIVE EXPANDS ITS AWARD-WINNING NOMAD® MuVo® LINE WITH ULTRA FAST USB 2.0 NOMAD MuVo TX

*Tiny, ultra-light MP3 Player and USB Flash Drive that
Stores up to 8 hours of music*

SYDNEY – March 31, 2004 – Creative Labs Pty Ltd, a local subsidiary of Creative Technology Ltd, the worldwide leader in digital entertainment solutions for PC users today announced the NOMAD® MuVo® TX digital audio player that features an ultra fast USB 2.0 connectivity and longer continuous play time of up to 15 hours. The sleek NOMAD MuVo TX with 256MB, small enough to fit on a key chain yet can hold up to eight hours (WMA 64 Kbps format) of music and ships to Australia late April/early May 2004, at a recommended retail price of AUD\$399 inc GST.

“Creative has raised the bar once again with the launch of the NOMAD MuVo TX digital audio player.” said Nick Angelucci, Marketing Manager at Creative Labs Pty Ltd.

“Transferring your favorite tracks on to this compact device is now 40 times faster than conventional USB 1.1 connectivity.” Angelucci also explains that it is important for a player to support both MP3 and WMA music file formats, stating that “as consumers begin to grow their secure music file collections, they should also consider buying larger capacity players like Nomad MuVo² in the future, knowing that music files that they are purchasing today will work on bigger capacity players tomorrow.”

The blue, backlit LCD on the NOMAD MuVo TX displays full song information from ID3 tags and shows track number, play time, play mode and EQ setting. It's easy to select favorite songs and set play modes, such as Shuffle and Resume, with the scroller button. With the built-in microphone, users can also record over 16 hours of live audio—use it to record quick reminders, hours of notes, lectures and conversations.

Like the original NOMAD MuVo family of MP3 players, the NOMAD MuVo TX does not require cables and conveniently doubles as a USB flash drive. Just slide the player apart, plug it directly into the computer's USB port and it will be automatically recognized as a removable drive. Users can transfer any file type from their PC onto the NOMAD MuVo TX and vice versa with simple drag and drop functionality. The 256MB NOMAD MuVo TX can also hold around 175 floppies discs worth of data.

True to Creative's rich audio heritage, the NOMAD MuVo TX boasts superior audio quality with a signal-to-noise ratio greater than 90dB—incredible sound quality that rivals players many times its size. The NOMAD MuVo TX can play uninterrupted high-quality music for up to 15 hours (on MP3 format) on just one AAA alkaline battery.

Although the NOMAD MuVo TX does not require software, the player comes bundled with Creative MediaSource™ software for consumers who may have never used MP3 or WMA files before. Creative MediaSource is a full MP3 and WMA ripping and organizing application with a fresh, clean interface. It also includes everything needed to convert a CD collection into a portable digital library that can be transferred easily to the NOMAD MuVo TX and taken wherever one goes.

Pricing and Availability

The NOMAD MuVo TX 256MB should be available at retail outlets sometime in May at recommended price of AUD\$399 inc GST. Also available is the MuVo TX 128MB at an RRP of AUD\$299 inc GST. For more information about the NOMAD MuVo TX, please visit www.australia.creative.com

About Creative Labs Pty Ltd

Creative Labs Pty Ltd started operating in Australia back in February 2000 and is a wholly owned subsidiary of Creative Technology Ltd. Just recently, Creative Labs expanded its operation to a new showroom and office situated on busy Parramatta Road in Sydney. The new address is Shop 3-5, 524 Parramatta Rd, Petersham NSW. Telephone: (02) 9021 9800.

About Creative

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

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This announcement relates to products launched in the Asia Pacific. The product names, prices and availability are subject to change without notice and may differ elsewhere in the world according to local factors and requirements.

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