



Hauppauge announces new Japanese distributor

Bull Will Co., Ltd of Tokyo to be official distributor in Japan

HAUPPAUGE, NY – March 28, 2005 - Hauppauge Digital, Inc. (NASDAQ: HAUP), a leading developer and manufacturer of digital video TV and data broadcast receiver products for personal computers, announced today that their WinTV-PVR products, used by many PC manufacturers around the world for their Windows XP Media Center Edition systems, will now be available to the Japanese retail market through a distribution agreement with Bull Will Co., Ltd. Of Tokyo.

The first Hauppauge products to be made available under this new agreement are the WinTV-PVR-150, WinTV-PVR-500 and WinTV-PVR-USB2. These are PC based TV receivers which have built-in television recorders using high quality hardware MPEG encoders. They will be available starting in April through authorized retailers throughout Japan.

The WinTV-PVR-150 and WinTV-PVR-USB2 will be bundled with the end user Hauppauge WinTV2000 application, which allows watching and recording TV on a PC, plus ULead's DVD MovieFactory 3.0 for burning WinTV-PVR recorded TV shows onto DVD. The WinTV-PVR-500, a special dual tuner TV receiver designed especially for Windows XP Media Center Edition, will include the Microsoft Media Center certified Cyberlink MPEG decoder.

“We are very excited about this new distribution agreement with Bull Will for the Japanese market” said Ken Plotkin, Chief Executive Officer of Hauppauge Digital, Inc. “Though our products have been available to OEMs around the world and are used in many Media Center based PC’s, we are looking forward to having our WinTV-PVR products available to Japanese consumers”.

ABOUT HAUPPAUGE DIGITAL

Hauppauge Digital, Inc. is a leading developer and manufacturer of digital TV and data broadcast receiver products for personal computers. Through its Hauppauge Computer Works, Inc. and Hauppauge Digital Europe subsidiaries, the Company designs and develops digital video boards for TV-in-a-window, digital video editing and video conferencing. The Company is headquartered in Hauppauge, New York, with administrative offices in New York, Singapore, Taiwan, Ireland and Luxembourg and sales offices in Germany, London, Paris, The Netherlands, Sweden, Italy, Spain, Singapore and California. The Company's Internet web site can be found at <http://www.hauppauge.com>.

ABOUT BULL WILL CO., LTD.

Bull Will Co. Ltd is located at 7F, Kiryu Bldg., 2 Chome 21-1, Higashi-Ikebukuro, Toshimaku, Tokyo 170-0013, Japan Tel: 03-5985-6688 Fax: 03-5985-6669 E-mail:ts@bullwill.co.jp

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