

Joint News Release from Viva and Seastone Regarding the Elite Suite™

June 1, 2006

The Viva Group and Seastone Media Group are pleased to announce the sale and transfer of all rights related to the Elite™ Suite of products from Seastone to Viva. With this transaction, Viva becomes the owner and the exclusive global manufacturer and distributor of the Elite Case™ for HD DVD™ and Blu-ray™.

“The Elite Case has the attractive look and feel of a high-tech product and is the primary case that the industry has chosen as the package for next generation media packaging. We are very excited to be able to supply this case for both HD DVD and Blu-ray in all global regions” says Tony Choi, Managing Director of Viva.

“With Viva’s global manufacturing presence and reputation for quality, we believe this move will benefit the entire industry for both Blu-ray and HD DVD” says Warren Osborn, CEO of Seastone Media Group.

About the Elite Suite of Products: The Elite Suite™ has evolved as the package of choice for both HD DVD and Blu-ray discs with close cooperation from major studios. Leading disc manufacturing facilities and automation manufacturers around the globe are partnering to install a base of automated assembly capacity to support the popular new formats of HD DVD and Blu-ray. The Elite Case is offered in blue with a Blu-ray™ logo, or in red with a HD DVD™ logo. Its base profile of 12.5mm has configurations for one or two discs. The Elite™ is also available in larger multiple disc formats.

About Viva: Viva is the world’s largest manufacturer of media packaging. With manufacturing in Asia, North America and Europe, Viva is the main supplier of packaging for CDs, DVDs, video games, and now next generation high-definition media. Built on a reputation of quality, service, and ability to deliver, Viva is the supplier of choice for media packaging globally. For more information, please visit www.viva-magnetics.com.

About Seastone: Seastone is the premier provider of creative specialty packaging and a world leader in package and product design. Seastone provides packaging services engineered to reflect the customer’s vision. The Seastone Consumer Products Group division is also the industry leader in gift card packages and accessories. For more information, please visit www.seastone.com.

For more information on the Elite Suite in your region, please contact:

North America: info@vivacan.com
Europe: info@viva-magnetics.be
Asia: viva@viva.com.hk