

CONTACT INFORMATION

Creative Technology Ltd
Wynne Leong
Tel (65) 6895 4120
wynne.leong@ctl.creative.com

Corporate Communications
Anne Khoo
Tel (65) 6895 4756
annekhoo@ctl.creative.com

August Consulting
Yap Meng Lee
Tel (65) 6733 8873
menglee@august.com.sg

Creative Introduces New Flash Memory-Based 512MB, 1GB and 2GB Zen Neon Digital Music Players Sporting Duo-Tone OLED Screens

In addition, a new 6GB hard drive-based model and a new range of Stik-On™ skins, including 12 limited edition “Face” series skins, will be launched

SINGAPORE – November 17, 2005 – Creative Technology Ltd. (NASDAQ: CREAM), today upped the ante for the Zen Neon series by introducing three high-capacity, skip-free flash memory-based models of 512MB, 1GB and 2GB. These new models sport duo-tone OLED (Organic Light-Emitting Diode) screens which lend a distinctly contemporary edge to the players, while displaying brighter and clearer characters that are viewable from any angle. Accompanying the launch of these flash memory-based models is a new 6GB hard drive-based model which stores up to 3000 songs, as well as a new range of Creative Stik-On™ decorative skins that include 12 limited edition “Face” series Stik-On skins (each bundled with a matching Zen Neon sling) and 16 new designs that fall under four thematic categories labelled “Bold”, “Classic”, “Gutsy” and “Chic”.

“We continue to build on the success of our best-selling Zen Neon 5GB by introducing a whole new series of Zen Neon players to suit each individual’s lifestyle. The latest range of high-capacity flash memory-based as well as hard drive-based players provides greater choice to consumers. They will also be able to personalise their players and put a face to their music with our latest collection of “Face” series Stik-On skins and matching Zen Neon slings!” said Joseph Liow, vice president and general manager of Creative Labs Asia.

As with their 5GB predecessor (launched in May 2005), each new Zen Neon model packs the most sought-after features in a lightweight and compact solution:

Key Features Common to All Zen Neon MP3 Players

- Integrated FM radio/recorder and voice recorder
- Direct line-in recording from CD/DVD players, turntables, and cassette tape players
- Pint-sized – measures just 79.9mm x 46.9mm x 15.9mm
- Works as a plug-and-play removable portable mass storage drive
- Easy drag-and-drop of files between PC and player
- No software installation required, except for Windows 98SE. Drivers are included
- Elegant, reflective piano black finish

Features specific to Zen Neon 512MB, 1GB and 2GB

- Duo-tone OLED screen
- Re-chargeable Li-ion battery delivering 32 hours of continuous playback per charge
- Weighs only 55g
- Choice of 3 backplate colours (512MB in purple, 1GB in blue, 2GB in silver)



Features specific to Zen Neon 6GB

- 7 selectable backlit display colours
- Rechargeable Li-ion battery delivering 16 hours of continuous playback per charge
- Weighs only 75g
- Choice of 6 backplate colours (blue, pink, silver, green, orange, red)



About Creative Stik-On Decorative Skins

Creative Stik-On skins adhere securely to the Zen Neon, yet peel off easily when the inclination for change strikes. The inaugural release of Creative Stik-On skins was an instant success for Creative, proving particularly popular with youths, the young-at-heart and anyone who approaches life with aplomb.

12 Limited Edition “Face” Series Stik-On Skins Available

The 12 limited edition “Face” series Stik-On skins are individually packed with matching Zen Neon slings.



Four New Series of Stik-On Skins Available

Creative also introduced four new series of Stik-On skins which are available separately in 4-piece packs. The new design themes include “Bold”, “Classic”, “Gutsy”, and “Chic”.



More information about the 12 new limited edition “Face” series Stik-On skins and matching Zen Neon slings, as well as the four new categories of 16 Stik-On skins, can be found at asia.creative.com.

“Face” Series Stik-On Lucky Draw

Creative will be holding a “Face” series Stik-On Lucky Draw from 15 Dec 2005 to 15 Mar 2006. Prizes include Neon gift sets worth S\$80 and S\$1,000 cash. Information on the participating countries, promotion duration, rules and regulations and other details, can be found at sg.creative.com/zenneon/promo.

Wide Range of Companion Products

As the leader in audio technology, Creative also has a wide range of companion products in its existing line-up that allow Neon users to up their listening pleasure. Some of the recently-introduced products include the ultra portable TravelDock and TravelSound speakers, Vivid 60 lifestyle speakers, as well as the award-winning family of I-Trigue speakers, the most notable of which are the I-Trigue 3400 and I-Trigue 3800 speakers. Also available are matching earphones such as the EP-480 and EP-880 earphones and HQ-1700 headphones.

Pricing and Availability

The Creative Zen Neon 6GB is now available at a suggested retail price of S\$369 with a free “Rainbow” Stik-On skin. The new Zen Neon series is also available in the following capacities: 512MB (S\$209), 1GB (S\$279) and 2GB (S\$349) and each comes with a free “Face” series Stik-On skin.

The standard package includes the Zen Neon player, High-Fidelity Earphones, USB 2.0 Cable, Line-In Cable, Pouch, Neck-Strap, Quick Start Guide, and Installation CD.

Consumers can also purchase the 12 individually packed limited edition “Face” series Stik-On skins with matching Zen Neon slings at S\$15.90 each. In addition, the four new series of 16 Stik-On skins (“Bold”, “Classic”, “Gutsy” and “Chic”) are available at S\$15.90 for a pack of four.

About Creative

Creative (Nasdaq: CREAF) is a worldwide leader in digital entertainment products for PC users. Famous for its Sound Blaster audio 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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