



Contacts:

Phil Callahan  
Callahan Public Relations  
714.968.5510  
[phil@callahanpr.com](mailto:phil@callahanpr.com)

Susie Cover  
Callahan Public Relations  
870.972.6070  
[scover@callahanpr.com](mailto:scover@callahanpr.com)

### **GPX ANNOUNCES A CORPORATE NAME CHANGE TO DIGITAL PRODUCTS INTERNATIONAL (“DPI, INC.”)**

**Change reflects Company’s continuing evolution into a multi-branded, multi-tier consumer electronics company.**

**St. Louis, Missouri – January 1, 2007** – Effective immediately, GPX, Inc. announces a corporate name change to Digital Products International (DPI, Inc.) with a growing portfolio of brands that now includes iLive™, GPX®, WeatherX, Crayola™ and GoVideo®. The name change will be accompanied by a corporate-wide re-branding initiative that will formally launch at the January 2007 Consumer Electronics Show.

“We are very excited about our new corporate identity. While the GPX brand will continue to play an important role in our Company’s future, the name change to Digital Products International better represents where we are headed as an organization,” said Bill Fetter, CEO of DPI, Inc. “Our new company direction has allowed us to develop broader product lines across many segments of the consumer electronics industry. This change also positions us more effectively for future acquisitions.”

Under the new arrangement, DPI, Inc. brands will benefit from shared resources in areas such as research, accounting, engineering, domestic warehousing and marketing. Key areas of individual focus for the various brands will include design, product development and manufacturing, while all aspects of the organization will be leveraged to enable expedited product launches, increased product innovation and feature options.

“It is exciting to see the successful transformation of our company,” added Fetter. “The DPI, Inc. product lines are much broader and far reaching than at any time in this company’s history, contributing to a steady stream of record-breaking performance. We will continue to secure a substantial and significant place in today’s consumer electronics marketplace by cultivating growth through the addition of multiple layers of products and brands as an integral part of our new direction.”

DPI, Inc. will launch its new brand line-ups at the upcoming 2007 Consumer Electronics Show in Las Vegas. DPI, Inc. will be displaying in booth #10436 in Central Hall, Las Vegas Convention Center.

### **About Digital Products International**

DPI, Inc was originally founded 35 years ago as Grand Prix Electronics. The corporate name change to DPI, Inc was initiated to provide a dynamic platform for shared and leveraged services for its consumer electronics product categories while maintaining individual identities for each of its award-winning brands. Currently, DPI, Inc. is the corporate umbrella for the brands iLive, GPX, WeatherX, Crayola and GoVideo. This transition has allowed the company to offer the broadest product offering and most competitive alliances of technology in the audio and video marketplace.

DPI, Inc.'s corporate headquarters in St. Louis, Missouri houses its engineering, logistics and design groups as well as 190,000 square feet of domestic warehouse space to facilitate domestic product sourcing for its customers. DPI, Inc also has offices in Asia that provide engineering, design, logistics, quality control and global product management services as well as customer direct import services. For more information on DPI, Inc and its products and services, visit [www.dpi-global.com](http://www.dpi-global.com)

---

GPX and iLive are registered trademarks of DPI, Inc. All other products and brand names as they appear in this release are the trademarks of their respective holders.