



PRESS RELEASE FOR IMMEDIATE RELEASE: 02/03/2009

ILY Enterprise first to launch 15-target SATA Athena duplicator controller

ILY Enterprise again is the first to bring to market Serial ATA-based 15-target Athena DVD/CD/BD duplicator controller with fast 256MB DDR2 memory.

City of Industry, CA, February 3, 2009 – ILY Enterprise (www.ily.com) today launches 15-target Athena DVD/CD/BD duplicator controller with 256MB of fast DDR2 memory buffer in Serial ATA interface. A leading manufacturer in media duplicators and controllers, ILY Enterprise again is the first to offer 15-target SATA interface duplicator controller.

Media duplicators offer individual or business an easy and reliable platform to deliver time-sensitive contents to the market quickly and cost-effectively. Controller is the brain of a duplicator. It controls the read, write and other viable interfacing functions of a media duplicator.

“SATA-interface offers several advantages over IDE such as faster data transfer rate, breakage and interference-resistant cables and enhanced error checking ability for improved data reliability.” says Jeffrey Yao, Executive Vice President of ILY Enterprise. “The fast DDR2 memory on Athena 15-target SATA controller can process 32-bit of information in each cycle, some competing models are still using outdated 8-bit based SDRAM. They would need 1024MB of memory just to match the performance of our Athena 15-target SATA controller. Faster memory improves the synchronization between drives and controller therefore ensures more reliable duplication. Reliable duplications translate into higher customer satisfaction and better margin, both critical elements to success in today’s economy.”

Potential markets for the media duplicator: entertainment, government, education and SMB. For more information, please visit our website at www.ily.com.

About ILY Enterprise

ILY Enterprise pioneers in dedicated media duplicators since 1995. All Athena duplicator controllers have a 1-year limited warranty. ILY Enterprise is headquartered in City of Industry, California.

Contact Information:

Robert Aguilera
ILY Enterprise
783 Phillips Drive,
City of Industry, CA 91748
(626) 322-3888
Email: info@ily.com
Website: www.ily.com

###