

NEWS RELEASE

FOR IMMEDIATE RELEASE

Media Contact:

Brad Wills

Wills & Associates

301-767-1919 / bwills@wills-pr.com

**eStarling Wireless Digital Picture Frame Exchange
Program Offered to Existing Customers
By PF Digital, Inc.**

Existing eStarling customers will be able to exchange, at no cost, their existing frame for eStarling 2.0

McLean, VA – February 16, 2007 – In an effort to ensure complete customer satisfaction, PF Digital, Inc., the maker of the wireless digital picture frame with its own distinct email address, announced today it is offering all eStarling customers, who purchased the frame from Thinkgeek.com during the 2006 holidays, a no-cost exchange where they will receive the new eStarling 2.0 frame for their existing eStarling frame.

“The eStarling team was very eager to make our breakthrough product available to consumers for the 2006 holiday season, and while the overall reaction was overwhelmingly positive, we were not completely satisfied with some key features of the product,” said Jeff Luo, founder and CEO of PF Digital Inc. “To ensure complete satisfaction for our customers, we are offering existing eStarling customers an exchange option, on or about March 30, 2007, so they will be able to receive the new eStarling 2.0 photo frame at absolutely no-cost to them. The 2.0 version of the eStarling frame will have integrated 802.11 b/g connectivity that works at industry-standard distance.”

Details on how to exchange your frame can be found at www.estarling.com/support by February 19th, 2007, and through Thinkgeek customer service email.

###

About eStarling

PF Digital Inc. is an emerging leader in promoting a complete social networking experience in the comfort of one's home, office, or anywhere away from your PC. Headquartered in McLean, Virginia, the company's first product, the eStarling Wireless Picture Frame, is a RSS-enabled Wi-Fi photo frame that supports both upstream and downstream photo sharing. For additional information on the company, or to order, please go to www.estarling.com.