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Magnolia Chooses Global Caché to Connect Stand-Alone Devices to a Network

Global Caché Products Network-Enable Entertainment and Automation Devices in Magnolia Consumer Retail Stores

Jacksonville, OR USA – April 17, 2007 – To enhance the value and flexibility of its digital entertainment and automation offering, Magnolia Audio Video, a subsidiary of Best Buy (NYSE:BBY), has formed an alliance with Global Caché to include Global Caché products in Magnolia stores, as well as residential and commercial installations. Magnolia selected Global Caché, the award-winning leader in network-enabling infrared (IR), serial (RS232), and contact closure (relay) devices, to give customers a simple and cost-effective way to connect stand-alone products such as TVs, DVD players, and audio equipment to a network so they can be accessed and controlled. Global Caché Network Adapters are currently being demonstrated in Magnolia's Santa Monica and Santa Clara stores in California, and will be expanding to other Magnolia locations. The products are integrated as part of ConnectedLife.Home, which was introduced at the 2007 Consumer Electronics Show in Las Vegas.

According to Lou Kings, Business Development Manager for New Services at Magnolia, selecting Global Caché products to be part of Magnolia's automation and control solution was an easy decision to make. "We love the way these products can plug into practically any environment and instantly connect previously unconnected devices to a network. The flexibility of the product line is incredible. We're seeing all kinds of applications where we can use these devices."

"More and more, our customers are looking for automation and control solutions with varying performance and economic requirements," adds Kings. "This means that our ability to service all levels of need with the right configuration at the right price is of great value. Global Caché's products work in our high end AMX installations as well as our Control4 and Exceptional Innovation Life|ware environments, making them a unique and highly effective partner."

Global Caché's GC-100 Network Adapter physically connects diverse devices throughout a home and business to a network so that they can be controlled, automated, and maintained by network-based software. Global Caché

products are engineered to work with other standards based products. Magnolia's consumer retail stores offer design and installation services along with high end retail audio/visual products. Magnolia Audio Video stand-alone stores and Magnolia Home Theater stores located inside Best Buy feature demonstration rooms, on-site consulting, and premium brands.

"Magnolia's reputation as a leader in high end A/V sales and service, coupled with their leading edge showcase stores, provides us with a remarkable opportunity to reach a whole new audience," said Global Caché VP Robin Ford. "The presence of Global Caché products in Magnolia's retail locations is a great opportunity to show the versatility of our products and help promote the digital lifestyle at every economic level. It's quite gratifying that Magnolia recognizes the value our products offer."

About Global Caché, Inc.

Global Caché is dedicated to producing state-of-the-art products that enable technology in homes and businesses. Our award-winning GC-100 Network Adapter provides the means for network-based automation and management software to access, control, and deliver services in a networked environment to diverse and previously unconnected devices and appliances. In addition, Global Caché provides an IR learner, winner of the prestigious CEPro Product of the Year award for IP-enabling, sensors, receivers, and conversion cabling to connect previously unconnected systems to a network. Global Caché sells through distributors, VARs, and OEMs. For more information on Global Caché and our products and services or to place an order, visit online at www.globalcache.com or call us at 541-899-4800.