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Airport Wireless and Techshowcase to Carry Myvu® Personal Media Viewers

Myvu Crystal and Myvu Shades Now Available at 18 Airports Nationwide

WESTWOOD, Mass. (August 27, 2008) – Myvu Corporation today announced that it has signed an agreement with Airport Wireless making its line of Myvu personal media viewers available through 35 stores at 18 airports nationwide. Myvu will also be carried in 10+ airport locations slated to open this year. In addition to the Myvu Solo Plus already available through Airport Wireless, the retailer will carry Myvu Crystal, the newly introduced premium product, and Myvu Shades. Myvu media viewers transform portable media players into hands-free, full-screen private viewing experiences, offering the thinnest, lightest and most durable video eyewear incorporating the Myvu patented SolidOptex® technology.

“Nothing demonstrates the need for on-the-go entertainment like air travel. The availability of our Myvu line through Airport Wireless and Techshowcase is a strategic extension to our brand and for our retail distribution,” said Kip Kokinakis, president and CEO of Myvu Corporation. “Air travel can be stressful enough and with increased airport retail availability, people can purchase a Myvu viewer at the airport, sit back and enjoy their favorite videos on a full screen.”

Myvu Crystal and Myvu Shades offer travelers a better way to enjoy their favorite entertainment with their own personal theaters on any flight. Created for extended use,

Myvu products offer the industry's thinnest, lightest, and most comfortable and ergonomically designed video eyewear.

"We're constantly seeking out the best and most innovative consumer electronics for our customers, and that is exactly what found with Myvu Crystal and Myvu Shades," said Michael Goldschmidt, EVP of APW Holdings, LLC, the parent company for APW and TSC. "Video eyewear is leading the evolution for personal in-flight entertainment, and Myvu is a great addition to the Airport Wireless and Techshowcase product line."

Myvu Crystal and Myvu Shades include a rechargeable battery, a USB charging cable and noise-cancelling earphones from Ultimate Ears®. Available in black or amber, Myvu Crystal offers the highest resolution in the Myvu line (full VGA), the widest field-of-view and the truest DVD quality experience possible. It retails for \$299.95 MSRP. Myvu Shades features glance-down technology allowing users to have true situational awareness at all times. It retails for \$199.95 MSRP.

Compatibility

Crystal and Shades are compatible with portable media players, including all iPod® with video models, Microsoft Zune, mobile phones (Nokia N95 and select Samsung models), portable DVD players and various game consoles. In addition to Airport Wireless, Myvu personal media viewers and accessories are also available for purchase online at www.Myvu.com.

About Myvu Corporation

Myvu Corporation is the worldwide leader in designing and manufacturing innovative video eyewear for mobile entertainment. The company's Myvu line of personal media viewers has received widespread industry recognition for its breakthroughs in ergonomics, features and functionality. These accolades include RetailVision's "Best New Technology" award, iLounge's "Best Wearable Display" designation and the Consumer Electronics Association's Innovations 2008 Design and Engineering award. Myvu transforms portable media players, including all Apple video iPod models, Zune and others into a private viewing experience. Myvu is a privately held company based in Westwood, Massachusetts, with venture capital financing from Atlas Venture, The Hillman Company, Intel Capital, Turner Broadcasting System, Inc. and Essilor International. For more information, visit www.Myvu.com.

ABOUT AIRPORT WIRELESS/TECHSHOWCASE

Airport Wireless began selling wireless phones and accessories from a small merchandise cart in 1997 in Terminal B of the Philadelphia International Airport. In 2002 new locations opened in Philadelphia, Cleveland-Hopkins and Newark Liberty International Airports. In 2003, Airport Wireless signed an exclusive agreement to operate Palm's airport locations. Airport Wireless has since become a successful retailer with large in-line stores. Currently, there are 35 Airport Wireless and Techshowcase airport stores (the group's latest and most innovative high-technology concept that offer interactive displays of technology products from the world's leading manufactures) serving travellers in major airports around the country. APW Holding, LLC, the parent company of both concepts is a WDBE, or Woman's Disadvantaged Business Enterprise. Visit www.airportwireless.com and www.techshowcase.com for more information.

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