

OVER 1,500 APPLIED
ONLY 70 WERE ACCEPTED

DEMO 06
THE LAUNCHPAD FOR EMERGING TECHNOLOGY



UGOBE Selected to Present at DEMO 2006

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SAN FRANCISCO—UGOBE, developer of revolutionary robotic creatures, today announced it was selected to participate in DEMO 2006, the premier launch venue for new products, technologies, and companies. UGOBE joins the exclusive list of technology innovators in being invited to demonstrate at the event, happening Feb. 6-8, 2006 at the Pointe South Mountain Resort in Phoenix.

"Being selected as one of the top-ranking companies at DEMO gives UGOBE a perfect venue to debut our revolutionary robotic technology that transforms inanimate objects into lifelike creatures exhibiting stunning, organic movement and behaviors," said Bob Christopher, CEO and Co-Founder, UGOBE. "With its reputation for attracting technology's movers and shakers, DEMO has become a key event allowing executives, analysts, media and investors to see the products of the future."

UGOBE's technology was carefully hand-selected from hundreds of emerging technology companies. Only 70 with the world's most promising new innovations are chosen to demonstrate at the DEMO 2006 conference.

"UGOBE has earned a seat at this conference by creating technology that will change the way people interact with non-living, animated creatures," said Chris Shipley, executive producer, DEMO 2006. "Attendees will be left awestruck when they meet UGOBE's first creation at DEMO."

About UGOBE

UGOBE is the latest endeavor for polymath toy inventor and Furby co-creator, Caleb Chung, one of the most successful and respected toy creators in the \$25 billion US toy industry. UGOBE is developing a line of revolutionary robotic creatures and companions that exhibit stunning lifelike personalities, sound and responses that will inspire and entertain the child in all of us. For more information about UGOBE, visit www.ugobe.com.

About DEMO 2006

The annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying tomorrow's cutting-edge technologies, and have served as launch pad events for companies such as Palm, E*Trade, Handspring and U.S. Robotics, helping them secure venture funding, establish critical business relationships and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies. For more information about DEMO 2006, please visit <http://www.demo.com/>.

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