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## PRESS RELEASE

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### PNY Launches LEGO® USB Flash Drives in Partnership with the LEGO Group

Parsippany, NJ – August 13, 2014 – PNY Technologies®, Inc. (“PNY”) today announced a new brand licensing partnership with LEGO® Group to produce LEGO branded USB Flash Drives. This new line of USB Flash Drives will launch in multiple colors in both 8GB and 16GB options.

PNY’s new branded LEGO USB Flash Drive was designed to appeal to LEGO toy enthusiasts of all ages. Designed in the shape of a traditional LEGO brick, this USB Flash Drive holds up to 16GB of data to easily store, share, and transport media and files. Available in red, blue, and yellow options, the LEGO USB has a capless, sliding design and an included key fob for easy attachment to any key chain. Each USB Flash Drive also comes with an additional LEGO brick in either blue or red for building fun. Both the LEGO USB and the additional LEGO brick are compatible with all LEGO brick elements/pieces, so users can combine and make their own creation.

### Specifications:

- Interface: USB 2.0
- Storage Capacities: 8GB, 16GB
- Weight: 0.02 LB
- Product Dimensions: 30mm x 15mm x 10mm
- Warranty: One-year warranty

“LEGO is an iconic brand that reaches those of all ages and transcends borders all across the globe,” said Myra Hines, senior product manager at PNY. “Our partnership with the LEGO Group allows us to offer not only our millions of consumers another unique USB Flash Drive, but LEGO fans worldwide can now also add something new to their collection. Featuring the traditional LEGO brick shape, this USB Flash Drive is a perfect combination of function and fun.”

“We are pleased to see the LEGO USB stick being launched by our partner PNY. PNY has proven already during the product development phase to be strong partner ensuring that this iconic LEGO USB flash drive is offering a great LEGO experience for our fans,” says Andrea Ryder, Head of Licensing The LEGO Group.

PNY offers a one-year warranty on the LEGO USB Flash Drive. LEGO USB Flash Drives are available now for purchase at select e-tailers, retailers, PNY.com, and through authorized PNY distribution partners. For more information on the complete line of products that PNY has to offer, visit [www.PNY.com](http://www.PNY.com).

### About PNY Technologies



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## **PRESS RELEASE**

Established in 1985, PNY Technologies®, Inc. celebrates almost 30 years of business excellence as a leading manufacturer and supplier of Flash Memory Cards, USB Flash Drives, Mobile Accessories, Solid State Drives, Memory Upgrades, NVIDIA® Graphics Cards, and HP Accessories. The company's *Mobility, Digital Imaging, Computing, and Gaming* solutions are widely available from major retail, e-tail and authorized distribution partners internationally. Headquartered in Parsippany, NJ, PNY maintains facilities in North America, Europe, Asia and Latin America. [www.PNY.com](http://www.PNY.com) [www.facebook.com/PNY](http://www.facebook.com/PNY)

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### **About the LEGO Group**

The LEGO Group is a privately held, family-owned company, based in Billund, Denmark. Founded in 1932, it is one of the world's leading manufacturers of play materials for children, employing approximately 13,000 people globally. The LEGO Group is committed to the development of children's creative and imaginative abilities, and its employees are guided by the motto adopted by founder Ole Kirk Christiansen: "Only the best is good enough." LEGO products are sold worldwide and can be virtually explored at [www.LEGO.com](http://www.LEGO.com)

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