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FREEDOM SCIENTIFIC LOWERS PAC MATE BRAILLE DISPLAY PRICES

(St. Petersburg, Florida January 11, 2005) – Freedom Scientific today announced lower prices for its PAC Mate™ 20 and 40 cell braille displays. The PAC Mate 40 display has been reduced 20 percent, from \$3995 to \$3200. The PAC Mate 20 display has been reduced 30 percent, from \$1995 to \$1400. This represents a new industry benchmark and is less than half the price of competitive braille displays.

As well, an improved design eliminates seams between the cells, giving the display a crisp paper-like feel for a more comfortable reading experience.

“We first set the standard in braille display affordability last year when we initially released the PAC Mate Portable Braille Displays,” said Dr. Lee Hamilton, CEO of Freedom Scientific. “Now we are offering an improved product at an even lower price.”

Concurrent with this announcement, Freedom Scientific is lowering the price of the world’s most popular braille notetakers, the PAC Mate QX440 and BX440, by \$200 to \$5595, 10 percent below its nearest competitor, while delivering 25 percent more braille cells.

“This announcement coupled with our recent SARA™ and Focus 40/80 Braille Display product announcements and pricing structure, shows our commitment to offering the industry’s best technology at the best prices,” said Brad Davis, Vice President of Freedom Scientific.

These prices are effective immediately.

About Freedom Scientific

Freedom Scientific is the world's leading manufacturer of assistive technology products for those who are blind and products for the special education and learning disability markets.

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