

MEDIA ALERT

Navig8r GPS first to include New Perth Bunbury Highway

Sydney, Australia, October 26, 2009 – LASER Corporation, makers of Navig8r GPS devices, today announced it will be the first to incorporate Western Australia's largest road project, the New Perth Bunbury Highway into its current GPS product range.

Customers that purchase a new Navig8r G Series (G35, G43) GPS unit can download the latest map update to include the New Perth Bunbury Highway online for free from the Navig8r website – www.navig8r.com.au. This free map update is also available to customers who already own a Navig8r G Series GPS device.

As an Australian-based brand, Navig8r is unique in the portable navigation device market and is the first GPS brand to bring this critical map update to Australian drivers. Western Australian drivers can take advantage of 70 kilometres of the new dual carriageway which can save up to 30 minutes travel time to Bunbury when compared to the Old Coast Road. Incorporating the New Perth Bunbury Highway into the Navig8r GPS devices meant manually mapping the road, speed limits, on/off ramps and implementing new routing calculations to take advantage of the new highway.

The recently released Navig8r G Series GPS product range are the first navigation devices in Australia with free map updates for life*.

* Free map updates for life are available for only the map purchased and covers only current areas, new suburbs are not included. Customers can purchase the latest map with recently added suburbs and features for an upgrade fee of AU\$59 inc GST.

About LASER Corporation

LASER Corporation is an IT and consumer electronics accessories company established in Australia over 20 years ago. A leading challenger brand, LASER products are the value brand of choice and can be found in a range of retail mass merchants and the dealer and IT market. Furthermore and core to its business, LASER offers end-to-end OEM solutions with LASER Private Label. LASER Corporation's head office is based in North Ryde, Australia, with offices in New Zealand, China and Hong Kong. For more information, visit www.laserco.com.au.

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