



For Details, Contact:
Brad Marcus
BetterCables.com
Direct Phone: 703-724-0906

43150 Broadlands Center Plz Ste 152
Ashburn, VA 20148
US

Phone: 703-724-0906
Fax: 703-723-6050
Email: service@bettercables.com
Website: <http://www.bettercables.com>

Press Release

Sterling Performance With Silver Serpent[®] Reference 1080p HDMI Cables From BetterCables.com:

BetterCables.com[®] launches new HDMI[™] cables to support the demands of HDTV, HD-DVD[™] and Blu-ray[™] 1080p resolutions

Ashburn, June 1, 2006 – BetterCables.com[®], a leading online manufacturer/retailer of high-performance audio and video cables, today announced the release of their new Silver Serpent[®] Reference 1080p HDMI[™] cables. In addition to supporting the latest 1080p resolution (1920 x 1080 @60Hz), the Silver Serpent[®] Reference 1080p HDMI[™] cables are built with large silver-coated conductors and are both HDMI[™] 1.2A certified and RoHS-compliant.

The Silver Serpent[®] Reference 1080p HDMI[™] cables support all current HDTV, DVD and HD-DVD resolutions as well as the upcoming Blu-ray[™] devices. The cables are available now and may be purchased directly from BetterCables.com[®] (<http://www.bettercables.com>). A variety of lengths are available from 3 to 30 feet.

"We are prepared for the demands of HDTV, HD-DVD and Blu-ray," said Brad Marcus, founder of BetterCables.com[®]. "1080p is the holy-grail of digital video, and many cables will fail this test. We will ensure our customers see every last detail."

HDMI[™] is the first industry-supported, uncompressed audio/video interface. HDMI[™] provides an interface between any HDMI-enabled audio/video source, such as set-top boxes, DVD players, HD-DVD players, Blu-ray[™] players, A/V receivers, HDTVs, and projectors. HDMI[™] supports standard, enhanced, or high-definition video, plus multi-channel digital audio on a single cable. It transmits all ATSC HDTV standards and supports 8-channel digital audio, with bandwidth to spare to accommodate future enhancements and requirements.

About BetterCables.com[®]

Founded in 1999, BetterCables.com[®] has grown to become the most popular direct-to-consumer manufacturer of high-performance audio/video cables on the Internet. The full line of BetterCables[®] products is available at <http://www.bettercables.com>.

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