

## **Digital River to Manage Online Sale of Cameras for PENTAX**

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MINNEAPOLIS--(BUSINESS WIRE)--Digital River, Inc. (NASDAQ: DRIV), a leading provider of global e-commerce solutions, announced that it signed a new e-commerce agreement with PENTAX Europe Imaging Systems. Under the agreement, Digital River will be launching an online store and providing a full range of e-commerce services to support online consumer sales of PENTAX cameras in the UK, Germany, France Switzerland and Hungary. The PENTAX Europe store is expected to launch in 2009. PENTAX is a leading manufacturer of digital camera technology, digital SLRs and lenses for digital photography.

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“Today’s largest consumer electronics manufacturers are looking for new ways to build brand equity and add market share,” said Joel Ronning, Digital River’s CEO. “Direct to consumer sales is one way we can help them accomplish just that. We know what it takes to build a multi-channel strategy that both works in concert with traditional channels and reaches consumers when and where it is most convenient for them.”

“PENTAX dealers know, just like we do, that consumers want a relationship with our brand in stores and online,” said André Dierickx, commercial director for PENTAX Europe Imaging Systems. “We needed to find an e-commerce partner that understood our industry, the importance of our dealer relationships, and the value of multi-channel approach where everyone is a winner. Digital River was the clear choice.”

**About PENTAX Europe Imaging Systems.**

PENTAX Europe Imaging Systems is an innovative leader in the production of a variety of digital cameras including weather resistant digital SLRs and compact, waterproof cameras, as well as lenses, flash units and binoculars. For 90 years, PENTAX has developed durable, reliable products that meet the needs of consumers and businesses. With international headquarters in Tokyo, Japan, PENTAX Europe Imaging Systems is a division of Hoya Corporation.

Hoya Corporation is a global technology company based in Tokyo, and the leading supplier of innovative and indispensable high-tech products and services based upon its advanced optics technologies. Hoya now has over 100 subsidiaries and affiliates, and employs approximately 32,500 people worldwide. For more information, visit [www.pentax.com](http://www.pentax.com).

### **About Digital River, Inc.**

Digital River, Inc., a leading provider of global e-commerce solutions, builds and manages online businesses for software and game publishers, consumer electronics manufacturers, distributors, online retailers and affiliates. Its multi-channel e-commerce solution, which supports both direct and indirect sales, is designed to help companies of all sizes maximize online revenues as well as reduce the costs and risks of running an e-commerce operation. The company's comprehensive platform offers site development and hosting, order management, fraud management, export controls, tax management, physical and digital product fulfillment, multi-lingual customer service, advanced reporting and strategic marketing services.

Founded in 1994, Digital River is headquartered in Minneapolis with offices across the U.S., Asia, Europe and South America. For more details about Digital River, visit the corporate Web site at [www.digitalriver.com](http://www.digitalriver.com) or call +1 952-253-1234.

### **Forward-looking Statement**

*In addition to the historical information contained herein, this press release contains forward-looking statements, such as statements containing the words, "will," "plans," "intends," "expects," and similar words. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company, or industry results, to differ materially from those expressed or implied by such forward-looking statements. Such factors include, among others: the Company's operating history and variability of operating results; competition in the electronic commerce market; the ability of the Company to support the online sales of PENTAX products; the market's acceptance of such offerings; and other risk factors referenced in the Company's public filings with the Securities and Exchange Commission.*

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