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**NETXPLORATEUR SELECTS DESKTOP FACTORY FOR A
NETXPLORATEUR OF THE YEAR AWARD**

*Desktop Factory 125ci 3D Printer Chosen as One of Only 10 Projects That Represent
the World's Most Original, Significant and Exemplary New Net and Digital Initiatives*

PASADENA, CA – FEBRUARY 19, 2008 – Desktop Factory, Inc., a technology start-up with the mission to bring affordable desktop 3D printing to the masses, today announced that its Desktop Factory 125ci 3D printer has been chosen by France's Netxplorateur Forum for a Netxplorateur of the Year award. Each year, the Netxplorateur Forum publishes the Netxplorateur 100, which is a selection of the world's most original, significant and exemplary Net and digital initiatives. The Desktop Factory 125ci was selected as one of only 10 projects to receive the Netxplorateur of the Year award.

The awards for Netxplorateur of the Year were given out by Mr. Christian Poncelet, President of the French Senate, Mr. Bernard Ramanantsoa, Head of the HEC business school group and Mr. Eric Boustouler, Chairman of Microsoft France during the Netxplorateur Forum that took place in Paris on February 14th and 15th. The Netxplorateur Forum is a gathering of 400 French political, business and media decision-makers allowing them to meet international players from the Net Generation who are driving innovation through new uses of digital technology. Desktop Factory CEO Cathy Lewis was on hand to receive this prestigious award.

"We're extremely honored to have the Desktop Factory 125ci recognized by the Netxplorateur Forum's founders and partners for our efforts to bring 3D printing to the masses," said Cathy Lewis, CEO of Desktop Factory. "It is clear that Desktop Factory will forever change the way we think of 'printing' - from an explosion in creativity to enabling simple home repairs with the click of a mouse."

Until now, 3D printers have been large, expensive machines confined to the shops and design departments of major corporations and elite design firms. The Desktop Factory 3D printer, however, is about the same size as early laser printers measuring approximately 25 x 20 x 20 inches and weighing less than 90 lbs. The printer can be plugged into standard wall outlets, is fully network compatible, requires no special ventilation and uses an inexpensive halogen light source and drum printing technology to build its robust parts layer by layer using low-cost composite plastic powder. With the introduction of the Desktop Factory 3D printer, disruptively priced at \$4,995, Desktop Factory is bringing the power of printing in 3D to the masses.

About Desktop Factory

Desktop Factory was started by Idealab in 2004 and, collectively, the team has over 100 years of experience in 3D printing, laser printing and CAD/CAM. The company is combining these talents to bring 3D printing capabilities to designers, engineers,

students and eventually hobbyists and other home users. Desktop Factory is based in Pasadena, CA. For more information about Desktop Factory, please visit www.desktopfactory.com.

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