



PRESS

For Immediate Release

DXO LABS TAPS CALUMET AS FIRST NORTH AMERICAN RESELLER FOR DXO OPTICS PRO SOFTWARE

New York, NY and Paris, France—November 2, 2006—DxO Labs announced today that **Calumet Photographic** will be the first reseller distributing **DxO Optics Pro** software in North America.

“**DxO Labs** selected **Calumet Photographic** for the U.S. market because they are in the forefront of the digital imaging revolution, offering an array of well-chosen products for the entire imaging chain. **Calumet** is firmly behind **DxO Optics Pro** and is serious about its success in North America. We are very excited about being included in their portfolio and are looking forward to working with them,” said Luc Marin, vice president of the Photography Business at **DxO Labs**.

“**DxO Optics Pro** is an amazing software tool for digital photographers,” said Brian Cooney, senior product manager, Calumet Photographic. “Like us, **DxO Labs** is serious about offering the best to professional and avid amateur photographers. There’s certainly a synergy here with the other products in our portfolio and a similar approach to maintaining a position on the cutting edge of imaging technology.”

Calumet Photographic was founded in 1939 and has grown from a modest business to a photographic technology powerhouse supplying photographers through its retail sites across the United States as well as through its web-based services.

DxO Optics Pro has been chosen as 2006 “Best Photo Software” by the Technical Image Press Association (TIPA).

About DxO Labs

DxO Labs develops and licenses software IP and silicon IP for embedded architectures for still and video image processing. DxO Labs invests extensively in research in applied mathematics and, as a result, has acquired unique savoir-faire across the entire imaging chain. This expertise enables DxO Labs to provide reliable, state-of-the-art technologies that power excellence in all aspects of image quality.

The products in DxO Labs' portfolio not only provide outstanding features, they produce substantial system cost reductions and are steadily finding a place at the heart of consumer electronics and advanced imaging systems. The company's key customers and partners encompass:

- Consumer electronics manufacturers such as digital camera vendors, camera phone vendors, laptop vendors;
- Industry imaging components suppliers such as camera module manufacturers, sensor vendors, processor vendors;
- Demanding photographers as well as photography journalists and imaging experts.

DxO Labs' ambition is for the "Image Science by DxO" brand to become an undisputed, trusted mark of excellence in image quality and a new reference standard for consumers and the leading companies in the imaging business.

For more information, visit www.dxo.com

In North America, DxO Optics Pro will be available starting in the month of November at Calumet stores and through their website www.calumentphoto.com

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