



FOR IMMEDIATE RELEASE

Kubota Image Tools Announces *Kubota Sloppy Borders V1 Add-On Pak for onOne PhotoFrame*

Kubota Sloppy Borders now offered exclusively for use with PhotoFrame software

New York, NY – Photo Plus Expo Booth #462 (October 23, 2008) – Kubota Image Tools is pleased to announce the release of *Kubota Sloppy Borders V1 Add-On Pak for onOne PhotoFrame*. Now for exclusive use within the popular onOne Software PhotoFrame product, *Kubota Sloppy Borders V1 Add-On Pak for onOne PhotoFrame* simplifies the options for today's busy digital photographers that want to add artistic high quality frame and border effects to their images quickly and easily.

In 2006, Kubota Sloppy Borders V1 was created by Kevin Kubota and Craig Strong, of Strong Photography and Lensbaby, as an easy to use software product for placing "sloppy" borders on images. To create these borders Kevin and Craig went into the darkroom and individually printed the borders, using a variety of filed out negative carriers (the traditional way). Then, they were scanned at high resolution and digitally prepared for overlay on any image. "What I love about these borders is that they are authentic. They were not digitally created. Our process created the natural sloppy border look which photographers can now apply to their images quickly and easily without ever needing to work in the darkroom," says Kevin Kubota, Idea Man of Kubota Image Tools and creator of all Kubota Actions.

Then, in 2007, Kubota Image Tools and onOne Software teamed up to include a collection of 15 of Kevin Kubota's sloppy borders in onOne Software's first release of PhotoFrame 3 Professional Edition. This easy-to-use Photoshop® software plug-in is the perfect tool for adding realistic film and darkroom edges, new digital textures, and adornments and now exclusively features *Kubota Sloppy Borders V1 Add-On Pak for onOne PhotoFrame*. Kubota Sloppy Borders V1 will no longer be available as a stand-alone product.

"Working with onOne Software, we have discovered how the talents of our teams and our products complement one another. PhotoFrame is a terrific product – full-featured and easy to use. Our staff loves using it, so why not make it a simple choice for our customers too? With PhotoFrame 4 Professional Edition our customers not only get a powerful engine for applying borders, overlays, and textures but they get easy access to our full line of sloppy borders so they can keep creating the artistic effects they love," says Kevin Kubota.

Kubota Sloppy Borders V1 Add-On Pak for PhotoFrame has a wide range of border styles, including thin elegant borders, eye-catching medium borders and for a bold artistic statement, heavy borders—115 additional borders in all—not included in the content of PhotoFrame 4 Professional Edition. Kubota Sloppy Borders are perfect for adding finishing touches to images for online presentations and image galleries, as well as for display in albums and in final prints for framing.

onOne Software's PhotoFrame 4 Professional Edition retails for \$259. When purchased from the Kubota Image Tools Web site at: www.kubotaimagetools.com, the *Kubota Sloppy Borders V1 Add-On Pak* is included free of charge as bonus material. Purchased separately, the *Kubota Sloppy Borders V1 Add-On*

-more-

19855 4TH STREET / SUITE 105 / BEND, OREGON 97701 / USA
WWW.KUBOTAIMAGETOOLS.COM / INFO@KUBOTAIMAGETOOLS.COM / 877.330.4330

Pak retails for \$99.00 and will work with either the Standard or Professional Edition of PhotoFrame 3 or newer.

For previous customers of Kubota Sloppy Borders V1, email info@kubotaimagetools.com for exclusive discounts on the purchase of PhotoFrame 4 Professional Edition and receive the Add-On Pak free of charge.

System Requirements: Adobe Photoshop® CS2 or newer and onOne PhotoFrame 3 or newer.

About Kubota Image Tools

Kubota Image Tools (www.kubotaimagetools.com) grew from the digital experience of Kevin Kubota who began pioneering the field of completely digital wedding photography in the 1990s. As one of the first photographers to master digital imaging, Kevin became inspired to share his experience and natural teaching ability with other photographers by founding the original Digital Photography Bootcamp® which consistently fills to capacity. He has successfully trained thousands of photographers to make the digital transition and continuously empowers existing digital photographers with new, effective workflow ideas and outstanding Photoshop techniques.

Kevin Kubota's wedding, portrait and commercial photography Web site is www.KubotaPhotoDesign.com.

#

Contact:

Kecia Kubota
Kubota Image Tools
(541) 317-5970 x714
kecia@kubotaimagetools.com

Steve Rosenbaum/Leigh Nofi
S.I.R. Marketing Communications, Inc.
(631) 757-5665
sir@sironline.com or leighnofi@sironline.com