



New Bundle from Nik Software and onOne Software Combine Professional Photography Plug-Ins At Substantial Value

Bundle offering includes Nik Sharpener Pro 2.0 and Genuine Fractals Print Pro 4.1 for a complete scaling and sharpening solution for digital photographers

PMA 2006, Orlando, FL — February 26, 2006 — Independent software developer, onOne Software, Inc. today announced the immediate availability of a new offering that bundles Nik Sharpener Pro 2.0 and Genuine Fractals Print Pro 4.1 for \$349.95 offering a savings of over 44% if the two products were purchased separately. The Nik Sharpener Pro 2.0 / Genuine Fractals Print Pro bundle is available direct from either Nik Software or onOne Software as well as from authorized resellers of either company in March 2006.

When preparing an image for a large-format print, professional photographers require that their printed image maintains all of the details and sharpness that was present in the original file. The patented fractal-based scaling algorithm in Genuine Fractals Print Pro allows photographers to use a scaling method that retains all of the image detail without introducing artifacts such as new, blurred pixels that typically result from traditional color-averaging scaling methods. Nik Sharpener Pro 2.0 provides a set of features and controls that allow photographers to achieve optimal sharpness in any image for specific printers and specific viewing distances.

Combined in one bundled package, these two software tools provide professional photographers with a complete workflow solution that allows them to scale their images up to 800% of the original file size and then apply advanced sharpening to enhance the overall appearance of their image.

"For the past 5 years, Genuine Fractals and Nik Sharpener Pro have been the professionals' choice for scaling and sharpening images" says Edward Sanchez, executive vice president for Nik Software, Inc. "Combining these two software products into a single product offering is a great value and savings for both of our customers."

"Professional photographers demand the highest quality results when scaling and sharpening their images for display," said Craig Keudell, president of onOne Software, Inc. "Photographers can now get two essential products for their demanding workflow in one product offering at a significant savings."

About Genuine Fractals Print Pro

When scaling an image to a higher resolution, regardless of the method used to increase the resolution, new pixels are created. The scaling method you use determines the color value of the new pixel. The better the scaling method used, the better your image looks as it is scaled up. Genuine Fractals Print Pro uses a patented, fractal-based scaling algorithm that retains edge detail and reduces the introduction of unwanted artifacts. For more information about Genuine Fractals Print Pro, please visit <http://www.ononesoftware.com>.

About Nik Sharpener Pro

Nik Sharpener Pro 2.0 provides the easiest and most effective way for photographers and digital artists to optimally sharpen their digital images. Nik Sharpener Pro provides optimal image sharpening for a complete range of print and output devices and offers unmatched accuracy and control for both global and selective image sharpening. Nik Sharpener Pro 2.0 requires no guesswork for sharpening images, simply select the printer type, image size, viewing distance,

paper type, and printer resolution and the software automatically calculates the optimal sharpness. For more information, visit <http://www.niksoftware.com> or call 1-888-284-4085.

About onOne Software

onOne Software provides valuable software solutions to professionals and enthusiasts in the digital photography and graphic design industries. Solutions include a wide range of plug-in enhancements for Adobe Photoshop, Photoshop Elements and QuarkXPress. Founded in 2005, onOne Software is a privately held company located in Portland, Oregon. For additional information, visit <http://www.onOnesoftware.com> or call 1-888-968-1468.

About Nik Software

Nik Software, Inc. (formerly nik multimedia, Inc.) is a privately held American company that develops software solutions for the growing digital-imaging and photography markets. Established in 1995, Nik Software has become the recognized leader in digital photographic filter development and produces award-winning software products for digital photographers and imaging professionals including Dfine®, Nik Color Efex Pro™, and Nik Sharpener Pro™.

The company's products use a range of innovative technologies that make digital imaging and photography easier and more powerful. Nik Software is headquartered in San Diego, California with branch offices in Germany.

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