

Nik Software Announces Plug-in Update for Adobe Photoshop Lightroom 2

Award-winning Viveza™ now compatible with Adobe Photoshop Lightroom

Las Vegas, NV (PMA Booth #U221) - March 3, 2009 - Nik Software announces today that Viveza, its popular digital photographic plug-in filter is now available for Adobe® Photoshop® Lightroom® 2 and higher. The update is free to current owners of Viveza.

"This new update makes one of our most valuable plug-ins available to anyone using Lightroom who's passionate about photography," said Michael J. Slater president and CEO of Nik Software. "Now photographers can use U Point® powered Viveza to precisely and selectively control color and light with a few clicks of their mouse in Lightroom."

"We're happy to see companies like Nik extending the value of Lightroom with their plug-ins," said Kevin Connor, vice president of product management for Professional Digital Imaging at Adobe. "One of Lightroom's goals is to help photographers focus on the art of photography and Viveza provides added creativity and control in pursuit of their vision. Today also marks the release of Lightroom 2.3 and Camera Raw 5.3 and we're excited that our customers will be able to take advantage of the new camera support available with these offerings."

Adobe Photoshop Lightroom 2.3 and Camera Raw 5.3, is available immediately for download at www.adobe.com/downloads/updates/. The Lightroom 2.3 and Camera Raw 5.3 updates, originally posted as release candidates for community testing on January 23, provide raw file support for the newly-released Nikon D3X and Olympus E-30 cameras and support for eight additional languages.

Viveza installs as a plug-in filter for Lightroom 2 and is accessible via the Lightroom Photo>Edit In... menu. Edits made using the plug-in within Lightroom are non-destructive in nature, with edits applied automatically to a newly generated TIFF file and not the original. Viveza also takes advantage of Lightroom and its efficiencies for every day tasks, like the ability to edit multiple images in one session, saving time for photographers.

All Nik Software plug-in products now feature Nik's patented U Point® technology which revolutionizes the way photographers edit. U Point powered Control Points give photographers precise selective editing functions without the need to create complicated selections and layer masks. This innovative technology is easy to use and works directly on the image, empowering photographers to make selective enhancements in a fraction of the time needed by using other methods.

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Pricing and Availability

The fully compatible Viveza product, offering support for Adobe Photoshop, Lightroom, and Apple Aperture, is available immediately for electronic delivery directly from Nik Software (www.niksoftware.com) or through specialty camera retailers. A complete list of resellers may be found at www.niksoftware.com/resellers. Current owners of Viveza may download a free update at www.niksoftware.com/lightroom.

Nik Software also announces that all of its remaining photographic filter products are being updated to support Lightroom as well, beginning with Color Efex Pro 3.0. As these Lightroom-compatible versions become available, current owners will receive updates free of charge. All products are expected to be available by the end of the second quarter of 2009.

Viveza retails for \$249.95. Customers interested in purchasing all 5 Nik Software products for Lightroom or Aperture only may pre-purchase the Nik Software Complete Collection for Lightroom or Aperture for \$299.95. Customers who pre-purchase the Complete Collection for Lightroom or Aperture will receive email notification for each product as they become available.

For more information about the software, including video tutorials highlighting the software running within Lightroom and free 15-day fully functional trial versions, please visit www.niksoftware.com/viveza.

About Viveza

Viveza, powered by U Point technology for direct on-image editing, is the most powerful and precise tool available to control light and color in photographic images. For the first time, corrections and enhancements to brightness, contrast or color can easily be made in a fraction of the time needed by other tools without the need to create complicated selections or layer masks. For more product information including video lessons visit: www.niksoftware.com/viveza

About Nik Software

Nik Software, Inc. is a privately held 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 technology and software products for digital photography and imaging professionals including U Point® technology (www.upoint.com), Dfine®, Viveza™, Color Efex Pro™, Silver Efex Pro™, and Sharpener Pro™ software.

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Contact

Tony Corbell
Nik Software, Inc.
619.725.3150
tcorbell@niksoftware.com

Steve Rosenbaum/Leigh Nofi
S.I.R. Marketing Communications, Inc.
631.757.5665
sir@sironline.com