

## Nik Software and Industry Partners to Give Away 2010 Nissan Cube at WPPI Convention

*“Photo Cube Sweepstakes” prize package worth approximately \$20,000 to be awarded to the winning WPPI 2010 attendee*

San Diego, CA (March 3, 2010) — Nik Software and a group of its photography industry partners announce today a special attendee sweepstakes promotion for the 2010 Wedding & Portrait Photographers International (WPPI) convention and trade show in Las Vegas, NV, March 8-10. The prize package includes a 2010 Nissan Cube automobile and a collection of top-of-the-line products and services from a range of photo industry partners. The prize package, valued at approximately \$20,000, will be awarded to one lucky WPPI attendee on the last day of the show.

To enter the drawing, attendees will use a free “passport” found in their welcome bag or at each partner’s booth, and then visit each partner’s booth to receive a “passport stamp”. Passports completed with all 10 stamps may then be submitted at the Nik Software booth (#1007) to enter the drawing prior to 1:00 pm on Wednesday, March 10, 2010. Only one entry per attendee is allowed. The winner will be chosen by random drawing and need not be present to win. Official rules and requirements are available online at [www.niksoftware.com/sweepstakes](http://www.niksoftware.com/sweepstakes). The drawing will be held at the Nik Software booth at 1:00 pm on Wednesday, March 10, 2010.

### Partner List

**Datacolor** (booth #1029) - A global leader in color management solutions, Datacolor will be showcasing their entire line of Spyder® monitor and print calibration solutions including the Spyder3Studio SR®, Spyder3Print SR®, Spyder3Elite®, Spyder3Pro®, Spyder3Express® and the award-winning SpyderCube® RAW calibration tool. Datacolor products are designed for serious photographers and creative professionals who require a high degree of color accuracy throughout their digital workflow.

**Data Robotics** (booth #1007) - Data Robotics, the company that is changing the way the world stores digital content, develops automated storage products designed to ensure data is always protected, accessible and simple to manage.

**Graphic Authority** (booth #1501) - Graphic Authority has provided the latest in Photobook & Card Layouts and Design Products to photographers and digital artists worldwide since 1994. They will be highlighting their NEW Timeless Collection, bundled with two time-tested favorites: Photo Edge Library and Design Collection offering full arsenal of assets for classic and contemporary creations with over 800 elements in total.

**Midwest Photo Exchange** (booth #101, 1118) is a family owned and operated company offering knowledgeable sales reps, competitive pricing, and extraordinary customer service for over 16 years.

**Mitsubishi Imaging/Pictorico** (booth #907) - The Pictorico Inkjet Media division of Mitsubishi Paper Mills Limited was established in 1998 to offer a wide variety of the highest quality output media for professional photo and fine art applications. Their full lineup of PRO, ART and GEKKO series complements today's best-designed inkjet printers from small to large format alike. The Gekko Green paper won the 2008 & 2009 DIMA awards. Their newest additions including the metallic and dual-sided luster will be displayed in the booth.

**Nik Software** (booth #1007) - Established in 1995, Nik Software produces award-winning technology and software products for digital photography and imaging professionals. WPPI demonstrations and educational presentations will feature the company's entire range of photographic workflow solutions, including new Viveza 2, as well as a preview of the 2010 Nik Summit Educational event to be held May 13-16 in San Diego, CA ([www.niksummit.com](http://www.niksummit.com)).

**WHCC/PickPic** (booth #1201) - White House Custom Colour is a full service, professional photographic lab and press printer for professional digital photographers, offering full lines of photographic prints on Kodak Professional Papers; finishing services; press printed cards and books; and custom size Gallery Wraps. PickPic by WHCC has become world renowned for empowering photographers with the tools to control their own online photo proofing galleries and shopping experiences.

**Wedding & Portrait Photographers International (WPPI)** - Celebrating its 30th anniversary this year, Wedding & Portrait Photographers International (WPPI) provides professional photographers with unparalleled educational opportunities. The WPPI expo and conference is the largest annual educational event for professional photographers in the U.S.

**Yervant Photography** (booth #533) - Truly an icon within the international professional photography industry, Yervant was voted Australia's number 1 Wedding Photographer 2007, 2008, and 2009 (Capture Magazine Aust.) and is one of the top 30 most influential photographers of the decade (PDN Magazine USA). He is renowned for his signature avant-garde and sensuous approach to traditional wedding photography.

#### Prize List

- 2010 Nissan Cube automobile
- Spyder3Studio SR from Datacolor
- DroboS from Data Robotics
- Photo Edges & Frames Library, plus Timeless Collection from Graphic Authority
- A Kimbra Studios custom studio display with customizable products
- \$200 Gift Certificate for any LumoPro product from Midwest Photo Exchange
- Full line of award-winning inkjet papers from Pictorico distributed by Mitsubishi Imaging.

- Complete Collection Ultimate Edition software bundle from Nik Software
- One 20x24x1-1/2 inch Gallery Wrap and 3 months free hosting with no set-up fee from WHCC/PickPic
- Free one-year WPPI membership, including subscription to *Rangefinder* Magazine
- Yervant Page Gallery Album Layout Software, Dancing in Photoshop® Actions Vol. 1-3, and Dancing with the Bride & Groom + Dancing with Poppy DVD

### Official Rules & Sweepstakes Information

No purchase necessary to enter or win the Photo Cube Giveaway Sweepstakes. Purchase will not increase odds of winning. The odds of winning will depend upon the total number of eligible entries received. Void where restricted or prohibited by law. Official rules and requirements are available online at [www.niksoftware.com/sweepstakes](http://www.niksoftware.com/sweepstakes).

### 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](http://www.upoint.com)), Dfine® 2.0, Viveza® 2, Color Efex Pro™ 3.0, Silver Efex Pro™, and Sharpener Pro™ 3.0 software.

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