

## Nik Software, Inc. Establishes "Team" of Professional Photographers to Support Education in Photography

*Company unites select group of professional photographers to form "Team Nik" to promote education in photography*

Las Vegas, NV - March 7, 2007 (Booth #H251) - Nik Software, Inc. announces the introduction of Team Nik, a newly formed group of professional photographers that will teach skills vital to professional photographers, as well as offering the latest insights and techniques in digital photography that everyone can use. Team Nik members will work with Nik Software to develop educational programs related to Nik Software products, while also focusing on teaching a broad range of techniques and skills that cover the entire spectrum of digital photography including image capture, editing, printing, archiving, and much more.

"The changes in our industry have been profound since digital reached mainstream photography and there is an incredible need for practical education in the photographic arts, which is at the heart of what makes great photography," said Tony Corbell, senior manager of product education and planning for Nik Software, Inc. "It is often very challenging for photographers to access information and education that focuses specifically on the art and craft of photography in the rapidly developing world of digital photography. All members of Team Nik share a passion for teaching their craft and a vision of making photography and the creative process even better."

The initial team, composed of 12 well-respected professional photographers, includes Suzette Allen, Doug Box, Carl Caylor, Rick & Deb Ferro, Hanson Fong, Don Gale, Michael Gilbert, Joseph & Louise Simone, Tony Sweet, and Vincent Versace. Team Nik members come from a variety of disciplines including portrait, wedding, commercial, fine art, and editorial photography and will work together with Nik Software to educate and support photographic education through a wide range of programs and initiatives. Team Nik members will also work with Nik Software's industry partners to deliver practical educational tools through a variety of activities. The company will continue to add photographers to the Team over time to expand the program and further extend its reach internationally.

Team Nik members not only come from a broad range of photographic disciplines and backgrounds, but they also use various manufacturer products and workflow techniques in photography, which make them leaders in their respective fields, and enables all Team Nik members to support Nik Software's philosophy of Photography first®.

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"Empowering people in the field of photography and supporting education in photography has always been an important element of what Nik Software is all about, and the establishment of Team Nik underscores our commitment to photography," said Michael J. Slater, president and CEO of Nik Software, Inc. "These professionals share our commitment to photography, and most importantly, our desire to support professionals in the constantly evolving field of digital photography."

Team Nik members will be featured at various industry events beginning in 2007. For more information on Team Nik, its photographers, and educational programs please visit [www.niksoftware.com/teamnik](http://www.niksoftware.com/teamnik).

*(Note to editors: Biographies for each photographer are available upon request).*

#### **About Nik Software, Inc.**

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 technology and software products for digital photography and imaging professionals including U Point™ technology, Dfine®, Nik Color Efex Pro™, and Nik Sharpener Pro™ software.

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. For more information contact Nik Software at (888) 284-4085 or visit Nik Software at [www.niksoftware.com](http://www.niksoftware.com).

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