



FOR IMMEDIATE RELEASE

Nik Software & Vertus Team Up to Offer Color Efex Pro 3.0 and Fluid Mask 3 at Significant Savings

New limited time bundle provides photographers and other creative professionals with award-winning tools for image extraction and enhancements

San Diego, CA & London, England - March 26, 2008 - Nik Software, Inc. and Vertus announced, today, a new software bundle which offers photographers and creative professionals superior solutions for image extractions and creative enhancements. By combining the features and capabilities of Color Efex Pro 3.0 Complete Edition from Nik Software and Vertus' Fluid Mask 3, the leading tools in their respective categories, photographers, graphic designers, and image editors receive increased creative flexibility at a significant cost savings.

Available on both companies' websites as electronic download files, the products are being offered together at \$429.95, representing a savings of \$110, or 20%. The bundle offer is good through June 1, 2008. In addition, current Color Efex Pro 3.0 owners can get Fluid Mask 3 directly from Nik Software at a 15% discount. For download and discount information please visit www.niksoftware.com/vertus or www.vertustech.com/bundles/nik.htm

About Color Efex Pro 3.0

Color Efex Pro 3.0 from Nik Software are the leading photographic filters for digital photography, widely used by many of today's professional photographers around the world to save time and get professional level results. The Complete Edition contains fifty-two filters and over 250 effects enabling photographers to quickly perform high quality retouching, color correction, traditional filtering, and endless creative enhancements to their photographs.

Using Nik Software's patented U Point® technology found within Color Efex Pro 3.0, users are provided the ultimate control to selectively apply enhancements without the need for any complicated selections or layer masks. Using Control Points, users can determine where to apply any filter within Color Efex Pro selectively to their image, further enhancing their creativity.

"The new digital darkroom that creative professionals live in needs powerful software to take full advantage of technology and help them push the limits," said Michael J. Slater, president and CEO of Nik Software. "Fluid Mask and Color Efex Pro work great together and will help professionals create stunning results with a photographic style all their own," he concluded.

About Fluid Mask 3

Fluid Mask 3 offers the most powerful and accurate image extraction on the market. The product offers a "Smart Blending" capability unique to the software, an effective edge detection system,

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and intuitive workflow resources. The award winning Fluid Mask 3 is currently available for both Windows and Mac based operating systems, and will continue to function as a plug-in for Adobe Photoshop CS2, CS3 & Elements, while also working in stand alone mode. The program has been deployed by image editors at the National Magazine Company, producers of such titles as *Elle*, *Men's Health*, *Glamour* and *Bazaar*, and recently became the first image editing program added to the Getty Images Preferred Supplier Program. The newest version of Fluid Mask is available for download through the Vertus website at: <http://www.vertustech.com>.

"We are extremely enthusiastic about joining with Nik Software to offer this valuable image editing package," said James Carr-Jones, president & CEO of Vertus. "Using the unmatched masking capabilities of Fluid Mask 3 and the unique image enhancements and effects available with Nik's Color Efex Pro, image editing will not only be fast and accurate, but more creative. Users who take advantage of this limited time offer will truly be acquiring some of the best image editing products on the market."

About Vertus

Vertus is the graphics and imaging software division of Heligon, a technology business specializing in image data interpretation. Heligon's groundbreaking technology uses complex algorithms to mimic the way the eye and brain perform visual processing so that complex shapes and colors can be recognized within images. Heligon licenses its technology to market leaders in industries including design and graphics, printing and video. More information on Vertus can be found at: <http://www.vertustech.com>.

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, Dfine®, Viveza™, Color Efex Pro™, and Nik Sharpener Pro™ software. For more information, visit <http://www.niksoftware.com>.

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