

Nik Software Expands Educational Offerings with the Launch of Nik Radio

Free, regularly scheduled podcasts to provide tips, news, and photography interest stories designed to inspire and educate

San Diego, CA (April 2, 2010) – Nik Software announces today the launch of its new free educational and photo imaging interest podcast “Nik Radio.” Created to inspire photographers of all levels, Nik Radio delivers timely educational and inspirational content about the company’s software solutions and services through interviews and on-air lessons. The first episode of the program is available for download starting today on iTunes and on the Nik Software website at www.niksoftware.com/radio.

“Our free daily online training has proven to be a huge success and yet people still wanted more in addition to training,” said Tony Corbell, Senior Manager of Product Education at Nik Software. “We created Nik Radio to give photographers relevant and inspiring educational content to achieve their goals behind the camera and on the computer. By providing an audio podcast, photographers can listen anytime, anywhere.”

Nik Radio will broadcast several times a month and is produced by Scott Sheppard, the host of ‘Inside Digital Photo’ who has demonstrated a knack for simplifying even complex content and delivering informative interviews. New and archived podcasts will be accessible on iTunes as well as from the Nik Software website at www.niksoftware.com/radio.

In upcoming episodes, Nik Radio will provide digital imaging tips and techniques, highlight the work of popular professional photographers, showcase industry events and information, and share insights and the stories behind the most popular images of our time. Early episodes will include conversations with Michael Slater and Ed Sanchez, co-founders of Nik Software, as well as inspiring interviews with award-winning wedding photographers Marcus Bell, Frank Salas, and Yervant, fine art nature photographer Bobbie Goodrich, and Walt Disney World senior photographer Mike Strickland.

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® 2.0, Viveza® 2, Color Efex Pro™ 3.0, Silver Efex Pro™, and Sharpener Pro™ 3.0 software.

#

-more-

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 / leighnofi@sironline.com