

Nik Software and Industry Partners Award 2010 Nissan Cube at WPPI Convention

*Photographer Ali Masoodi wins "Photo Cube Sweepstakes"
and prize package worth approximately \$20,000*

San Diego, CA (April 16, 2010) – Nik Software and its partners are proud to announce Texas-based wedding and portrait photographer Ali Masoodi as the "Photo Cube Sweepstakes" winner. Mr. Masoodi was selected in a random drawing held during the recent 2010 Wedding & Portrait Photographers International (WPPI) convention and trade show in Las Vegas, NV. The prize package, valued at approximately \$20,000, included a 2010 Nissan Cube automobile and a collection of top-of-the-line imaging products and services from a range of photo industry partners.

"When we launched the Photo Cube Sweepstakes, our partners and the entire Nik team were excited to be able to give away such a great prize package to a single winner," said Michael Slater, president and CEO of Nik Software. "But what made all of this even more gratifying is that the prize package went to a gracious, deserving and dedicated photographer like Mr. Masoodi. Handing over the keys to Mr. Masoodi was truly a memorable experience."

"The timing of this sweepstakes was excellent and I still can't believe I won," said Ali Masoodi, owner of A&A Photography in El Paso, TX. "I've been in this business for over 30 years and attending WPPI since 1987. Considering today's economic situations, this prize package - the vehicle and all the software and other wonderful prizes - will be so helpful to my business."

To enter the drawing, attendees used a free "passport" found in their WPPI welcome bag or at each partner's booth, and then visited each partner's booth to receive a "passport stamp". Completed passports with all 10 stamps were then submitted at the Nik Software WPPI booth to enter the drawing. Only one entry per attendee was allowed. The winner was chosen by random drawing.

Partner List

- Datacolor - www.datacolor.com
- Data Robotics - www.datarobotics.com
- Graphic Authority - www.graphicauthority.com
- Midwest Photo Exchange - www.mpex.com
- Mitsubishi Imaging/Pictorico - www.mitsubishimagining.com;
www.pictorico.com
- Nik Software - www.niksoftware.com; www.niksummit.com
- WHCC/PickPic - www.whcc.com; www.pickpic.com

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- Wedding & Portrait Photographers International (WPPI) - www.wppionline.com
- Yervant Photography - www.yervant.com

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

About Nik Software

Nik Software, Inc. is a privately held company that develops software solutions and provides award-winning educational programs for the 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. For more information visit www.niksoftware.com.

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