

Nik Software Announces New Academic Program

*Lower product prices and expanded distribution
broaden reach to the academic community in North America*

San Diego, CA (June 3, 2010) — Nik Software announces today a new academic program designed to make its award-winning digital imaging software products accessible to more students and faculty located in the U.S. and Canada at more affordable prices. The program includes broader academic distribution through channels serviced by The Douglas Stewart Company and pricing up to 50% off standard retail prices for all students and educators at any accredited educational institution.

“We have been committed to the academic market for over a decade and have always seen the importance of supporting the next generation of aspiring photographers,” said Michael Slater, president and CEO of Nik Software. “This distribution partnership with The Douglas Stewart Company now enables us to offer academic pricing on a much broader scale and reach virtually every student and educator in North America.”

The Douglas Stewart Company is the leading distributor and marketer of computer products, consumer electronics and school supplies exclusively serving the education market. By partnering with The Douglas Stewart Company, academic versions of all Nik Software products will be available through thousands of new stores, including traditional college bookstores.

In addition, educational retailers like Journey Education and Academic Superstore, as well as traditional Nik Software retailers such as Amazon, B&H Photo and others, will also sell boxed academic versions. Eligibility for students and faculty is provided by a simple third-party verification service.

Discounted pricing for Academic versions of Nik Software products are as follows:

- Dfine 2.0 - \$49.99
- Viveza 2 - \$99.99
- Color Efex Pro 3.0 Complete - \$149.99
- Silver Efex Pro - \$99.99
- Sharpener Pro 3.0 - \$99.99
- Complete Collection for Lightroom and Aperture - \$149.99

- Complete Collection Ultimate Edition for Photoshop, Lightroom, and Aperture - \$299.99

Free fully functional 15-day trial software, live online training, and over 80 training videos are available for all Nik Software products at:

<http://www.niksoftware.com>.

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® 2.0, Viveza® 2, Color Efex Pro™ 3.0, Silver Efex Pro™, and Sharpener Pro™ 3.0 software. For more information visit www.niksoftware.com .

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