



FOR IMMEDIATE RELEASE

**New Software Bundle from Nik Software, Inc. and
iView Multimedia Enhances Digital Image Workflow**
Nik Color Efex Pro 2.0 Select and iView MediaPro 3 now available together

San Diego, CA – October 25, 2006 – Digital imaging software developer Nik Software, Inc., today announced an arrangement with digital asset management pioneer iView Multimedia Ltd., a wholly owned subsidiary of Microsoft Corp., to offer a software bundle of Nik Color Efex Pro 2.0 Select Edition and iView MediaPro 3. This bundle combines two leading software solutions for improving digital imaging workflow to provide solutions for busy professional photographers.

The Nik Color Efex 2.0 Select and iView MediaPro 3 software bundle is available for purchase beginning today for \$229.00. This is a \$119.00 savings if each application were purchased separately.

“Today’s professional photographer is busier than ever and trying to manage and edit all their digital image files can be quite a daunting task,” said Michael J. Slater, Nik Software, Inc.’s president & CEO. “By combining these two software products into one convenient software bundle we are able to provide our customers with a way to process and edit their digital image files quickly and efficiently while also providing them with a great value.”

About Nik Color Efex Pro 2.0 Select

The award-winning Nik Color Efex Pro 2.0 digital photographic filters offer features and functionality that are designed to make creative digital photographic enhancements and digital photography not only easier, but better. Recognized as the leader in digital photographic filters, Nik Color Efex Pro 2.0 provides photographers with a wide range of filters and effects that make enhancing and transforming digital images better than ever.

Nik Color Efex Pro 2.0 Select Edition software includes all the filters contained in the Standard Edition of Nik Color Efex Pro 2.0 and adds additional filters, offering 45 filters total. The Select Edition includes a range of filters used by professionals and serious hobbyists to create a wide range of enhancements and image transformations.

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

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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.

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