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Nik Software, Inc. Announces Launch of New U Point™ Technology Website

*New Website is designed to help photographers learn about a
Revolutionary new way to edit their digital images*

New York, NY – November 2, 2006 – Nik Software, Inc. announces today the launch of its new U Point technology Website www.upoint.com. The proprietary U Point technology created by Nik Software is currently featured for the first time in Nikon's new Capture NX™ software for use with any JPEG and TIFF images from any digital camera or film scanner as well as Nikon RAW (NEF) image files.

It is U Point technology's revolutionary new approach to using "Control Points" that enables photographers to simply point and selectively edit with extraordinary ease. U Point technology's power and straight forward architecture enable it to be incorporated in a variety of applications ranging from consumer to high-end professional imaging applications.

"In order to support our ground-breaking U Point technology we felt it was important to create an informative and user-friendly website for photographers," said Michael J. Slater, Nik Software, Inc.'s president & CEO. "This new website not only provides visitors an overview of our new technology but it clearly explains how U Point technology works and explains how intuitive U Point powered tools clearly save photographers valuable time and effort when editing their images."

U Point technology is a powerful and flexible image editing technology that enables photographers to professionally edit and enhance digital photographs with natural looking results. Using a photographer's "strategy map" as a conceptual foundation for working with digital photos, Nik Software engineers developed Control Points that enable photographers to work directly on images allowing them to control brightness, contrast, saturation, color, warmth and much more.

With a single mouse click, photographers can place U Point powered Control Points on images. For the first time, photographers can easily control color and light on specific elements of their image (such as sky, skin, grass, etc.) without the use of complicated software masks, layers or procedures. Using Control Points, photographers can enhance or adjust any specific area or object precisely in order to achieve their desired results.

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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 plug-in products for digital 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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