



FOR IMMEDIATE RELEASE

**Visit Nik Software at PhotoPlus Expo 2006
Booth #1257**

Nik Software, Inc. Founder Leads the Way in Creating Ground-Breaking Digital Photographic Technology

New York, NY – November 2, 2006 – Nils Kokemohr, the founder and chief technology officer for Nik Software, Inc. is ahead of the pack when it comes to creating innovative digital photographic technologies. The latest technology released from the Research and Development Lab headed by Nils Kokemohr at Nik Software is the ground-breaking and award-winning U Point™ technology.

Currently featured in the new Nikon Capture NX software for use with JPEG, TIFF and Nikon RAW (NEF) image formats, U Point technology's revolutionary new approach for selective editing and its use of "Control Points" enables photographers to simply point and edit with extraordinary precision. 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.

"Researching and developing technologies that makes photographic editing easy, intuitive, and fast has been among my top goals for the past ten years," said Nils Kokemohr. "I am pleased with the acceptance of U Point technology and the overwhelming recognition that the technology has received worldwide. We continue to develop U Point technology and advance its capabilities to improve photography and workflow for photographers, and U Point technology as we know it now is just the beginning."

Mr. Kokemohr founded Nik Software (formerly known as Nik Multimedia) in 1995 while he was studying computer science, imaging science, and astrophysics at the University of Hamburg, Germany. He now serves as the product and technical visionary for Nik Software and leads all research and intellectual property development activities for the company. He is the author of various technical white papers, product and intellectual property briefs, and is the primary author of all Nik Software patents.

Mr. Kokemohr began his professional career in Germany as a well-known Photoshop expert and Photoshop plug-in developer. He was the author of Teach-It, a software program that taught how to use Photoshop version 4.0. He later developed Nik Efex! and Nik Type Efex! graphics software plug-ins for Photoshop that were sold successfully in the U.S., Europe and Japan.

Mr. Kokemohr studied astrophysics, mathematics, computer science and imaging science at the University of Hamburg. Mr. Kokemohr is an accomplished concert cellist, painter, and photographer and speaks fluent German, English, Italian and Portuguese.

-more-

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 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.

Adobe and Photoshop are registered trademarks of Adobe Systems, Inc. All other trademarks are property of their respective owners.

#

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