



**FOR IMMEDIATE RELEASE**

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

## **Award-winning Photographer Tony Corbell Joins Nik Software to Lead Product Education and Planning**

*New management position supports Nik Software products worldwide*

**New York, NY – November 2, 2006** – Nik Software, Inc. announces the appointment of award-winning photographer Tony Corbell to the newly-created position of Senior Manager, Product Education and Planning for the company. In his new position, Tony will play a key leadership role in developing educational programs for Nik Software products and technologies. In addition, Tony's experience and insight as a professional photographer make him an integral part of the company's future planning and product development.

Tony has been an instructor at Brooks Institute of Photography and produced over 20 "How-To" photographic lighting videos and DVD's. His *Basic Studio Lighting* book from AmPhoto has been popular worldwide and is the basis for numerous photographic college lighting courses across the United States.

"Educating photographers and providing them with relevant support programs will prove to be as vital to our success as producing the finest software available," said Ed Sanchez, executive vice president of Nik Software, Inc. "And Tony's successful 25-year career as a professional photographer will further help to strengthen our relationships with other professionals, associations, and institutions."

"I enjoy producing quality educational materials for our industry and I know I'll be able to apply the same passion and creativity to Nik Software's products and ambitious educational program," said Nik Software's Tony Corbell. "Nik Software has already raised the bar for providing creative solutions to photographers around the world and I'm proud to be a part of this innovative team."

Tony Corbell has spoken at over 250 seminars and workshops worldwide. Most recently he was voted into the Camera Craftsmen of America – a group consisting of the top 40 photographers in the country. He is also the recipient of the Lifetime Achievement Award from the Wedding and Portrait Photographers International – their highest honor. Tony has also achieved the status of Photographic Craftsman from the Professional Photographers of America. In May 2005 he was awarded Photographer of the Year by the

International Photographic Council, a non-governmental department of the United Nations, at a ceremony at the U.N.

Before joining Nik Software, Tony owned Corbell Productions in San Diego, CA, a commercial photography business. Prior to that he was Director of Corporate Communications for Hasselblad USA. He has also launched a successful new series of educational lighting control DVD's for photographers worldwide.

**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 plug-in products for digital photography and imaging professionals including Dfine<sup>®</sup>, Nik Color Efex Pro<sup>™</sup>, and Nik Sharpener Pro<sup>™</sup> software.

The company's products use a range of innovative technologies that make digital imaging and photography easier and more powerful. Its patented U Point<sup>™</sup> technology is the latest innovation in photographic image editing that provides photographers with the highest level of control and ease-of-use for selectively enhancing digital photos. 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](http://www.niksoftware.com).

# # # #

**Contact:**

**Edward Sanchez**

Nik Software, Inc.

619-725-3150

[esanchez@niksoftware.com](mailto:esanchez@niksoftware.com)

**Steve Rosenbaum/Leigh Nofi**

S.I.R. Marketing Communications, Inc.

631-757-5665

[sir@sironline.com](mailto:sir@sironline.com)