

FOR IMMEDIATE RELEASE

S.I.R. Marketing Communications, Inc. Selected as Agency of Record for onOne Software

Northport, NY (August 30, 2006) – S.I.R. Marketing Communications, Inc. (www.sironline.com), a Public Relations Agency offering unparalleled expertise in the photographic, high tech, consumer electronics and digital imaging fields, announced today that they have been selected the agency of record for onOne Software (www.onOnesoftware.com), providers of valuable software solutions to professionals and enthusiasts in the digital photography and graphic design industries.

S.I.R. Marketing Communications was chosen by onOne Software because of its knowledge and experience across a broad spectrum of digital imaging topics including the latest digital imaging hardware, software and advances in desktop/Internet publishing technologies.

“Digital imaging software is the crossroads where artistic creativity and technology meet. onOne Software provides first-class solutions for the critical needs of today’s digital photographers and graphic designers,” said Steven I Rosenbaum, president of S.I.R. Marketing Communications, Inc. “onOne Software recognizes the important role that software plays in the digital imaging marketplace and we’re delighted to be selected by this innovative company for their public relations program.”

The Agency offers strategic Public Relations solutions and imaginative, results-oriented tactics that flawlessly cross over between consumer, professional and technical audiences, to trade shows and special events, as well as CD-ROM and Web-based publishing and promotional activities. S.I.R. Marketing Communications maintains ongoing relationships with the world’s leading photographic, digital-imaging and high tech writers. The relationships between the Agency and these journalists are built on strong foundations of mutual trust and respect, often over many years.

As Public Relations specialists in the photographic and high tech digital imaging fields, S.I.R. Marketing Communications’ client roster includes multinational corporations offering a variety of products, technologies and services to the consumer, professional and business-to-business imaging markets. S.I.R. Marketing Communication’s current clients in the imaging industry include DxO Labs, JOBO AG, Kubota Image Tools, Lensbabies LLC, Nik Software, Inc., onOne Software, Phanfare, Inc. and Smartparts, Inc. For nearly nine years, S.I.R. Marketing Communications has launched highly successful PR campaigns for other leading high tech companies in the imaging industry including Konica Minolta Photo Imaging, Minolta Corporation, Applied Science Fiction, Foveon, Simple Star, Photographic Research Organization (PRO), Photo Marketing Association International (PMA) and Indigo.

About onOne Software

onOne Software develops time-saving software solutions for professional and advanced amateur photographers in the digital photography and graphic design industries. onOne Software solutions have been created to help photographers spend more of their time behind the camera taking

pictures instead of the computer workstation. Such solutions include a wide range of easy-to-use plug-in enhancements for Adobe® Photoshop®, Photoshop Elements and QuarkXPress®.

onOne Software delivers the highest quality software products to users by working with industry leaders and continuing to develop core technologies for professional photo and desktop publishing solutions on both Macintosh and Windows operating systems. Founded in 2005, onOne Software is a privately held company located in Portland, Oregon. For additional information, visit www.onOnesoftware.com or call 1-888-968-1468.

About S.I.R. Marketing Communications, Inc.

Headquartered in Northport, NY, on Long Island's North Shore, S.I.R. Marketing Communications, Inc. is a leading Public Relations Agency offering unparalleled expertise in the photographic, high tech, consumer electronics and digital imaging fields. Providing our clients with the big agency experience and small agency attention, S.I.R. Marketing Communications also utilizes a common sense approach to building cost-effective programs to fit almost any budget.

The Agency was founded in 1998 by [Steven I. Rosenbaum](#). This veteran photographer, journalist and Public Relations executive with 20+ years experience also established the Agency's philosophy to embrace technology for both internal as well as client-related activities.

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