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onOne Software Introduces PhotoFrame 3.1 Professional Edition

New version of award-winning software now includes onOne Software's complete Pro Digital Frame Bundle – new collections added from Kevin Kubota and Laurie Excell

New York, NY - October 18, 2007 - onOne Software, Inc., announces today PhotoFrame 3.1 (formerly known as PhotoFrame Pro 3.1) and the introduction of the new PhotoFrame 3.1 Professional Edition incorporating the complete onOne Software Pro Digital Frame Bundle collection. In addition, two new digital frame collections created for onOne Software by Professional Photographers Kevin Kubota and Laurie Excell have been added to onOne Software's assortment of individual frame packs.

onOne Software's PhotoFrame 3.1 and new PhotoFrame 3.1 Professional Edition Photoshop® plug-ins provides photographers with thousands of frame and matte selections that add a professional finishing touch to any digital image. Both editions of PhotoFrame 3.1 allow users to quickly and easily create gorgeous edge effects to complement any picture. And for additional customization, the choices are endless with PhotoFrame's selection of border and edge effects such as drop shadows, bevel, glow, border and texture.

"Photographers at all levels of expertise will appreciate the creative finishing touches that onOne Software's PhotoFrame 3.1 and PhotoFrame 3.1 Professional Edition provides," said Craig Keudell, president of onOne Software. "And because the ease of using these programs translates to improved workflow and production efficiency, it's like having a talented and admired professional photographer helping every image become a masterpiece."

About PhotoFrame 3.1 and PhotoFrame 3.1 Professional Edition

onOne Software's PhotoFrame Pro 3.1 has been renamed to PhotoFrame 3.1. No other changes to the functionality or frame content have been made to this onOne Software product.

In addition, a new version of PhotoFrame called PhotoFrame 3.1 Professional Edition is identical to PhotoFrame 3.1 in feature set but includes the additional digital frame content that was previously only available in onOne Software's Pro Digital Frame Bundle. Available in early November 2007 PhotoFrame 3.1 Professional Edition will include exclusive frame content designed by eight photographers and Adobe® Photoshop® Gurus Dave Cross, Helene Glassman, Jack Davis, Jim Divitale, Kevin Kubota, Laurie Excell, Rick Sammon and Vincent Versace.

PhotoFrame 3.1 and PhotoFrame 3.1 Professional Edition are compatible with Adobe Photoshop CS2 and CS3 and Adobe Photoshop Elements on both Macintosh and Windows. Registered owners of the

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now discontinued Pro Digital Frame Bundle may request a PhotoFrame 3.1 Professional Edition replacement DVD for \$9.95 plus shipping and handling. PhotoFrame 3.1 and PhotoFrame 3.1 Professional Edition for Photoshop CS2 and CS3 and Photoshop Elements are compatible with Mac OS X 10.4.8 and higher or Windows XP and Vista. PhotoFrame 3.1 and PhotoFrame 3.1 Professional Edition are available from onOne Software authorized distributors and resellers, or direct from onOne Software at www.onOnesoftware.com.

New PhotoFrame Frame Packs by Kevin Kubota and Laurie Excell

In addition to the other Guru Frame Packs that are currently available for PhotoFrame, onOne Software is introducing today two new frame packs by Kevin Kubota and Laurie Excell. Both frame packs can be purchased separately for \$39.95 each direct from onOne Software. They are also included in the new PhotoFrame 3.1 Professional Edition.

About Kevin Kubota

Kubota Image Tools' Kevin Kubota began pioneering the field of completely digital wedding photography in the 1990s. As one of the first photographers to master digital imaging, Kevin became inspired to share his experience and natural teaching ability with other photographers by founding the original Digital Photography Bootcamp®, a five-day intensive workshop which consistently sells out.

Kevin Kubota was recently named one of the "Top 10 Wedding Photographers in the World" by *American Photo Magazine*. His wedding, portrait and commercial photography Web site is www.KubotaPhotoDesign.com. Kevin is also a highly sought after speaker at international, national and regional conventions including *Imaging USA*, *Photo Imaging & Design Expo*, and *WPPI*; and photography schools including MARS, NEIPP, and Imaging Workshops of Colorado.

Kevin is also the author of the book *Digital Photography Boot Camp: A Step-by-Step Guide for Professionals* published by Amherst Media. Through his Web site, www.KubotaImageTools.com, Kevin sells training products and Action Paks for Photoshop, and, through his ever evolving Forum, provides tips and tricks on all things digital.

About Laurie Excell

Nature Photographer Laurie Excell has made nature and travel photography a major part of her life since she was a child. Over a twenty-four year span Laurie worked in and managed several camera stores in Utah and Oregon helping both amateurs and professionals in the selection and understanding of which equipment would best fit their needs. In addition to her own travels, Laurie works with photographers Moose Peterson and Joe McNally as an instructor in the Digital Landscape Workshop Series around the country. For more information, visit Laurie's Web site at www.laurieexcell.com.

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.

**onOne Software Announces Availability
of PhotoFrame 3.1 Professional Edition (cont'd)**

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