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onOne Software Announces PhotoTools and PhotoTools Professional Edition

New software plug-ins utilize the power of Photoshop® Actions to provide a wide range of imaging tools including effects, corrections and production automation

New York, NY - October 18, 2007 – onOne Software, Inc., announces two new digital imaging software plug-ins – PhotoTools and PhotoTools Professional Edition. onOne Software’s new PhotoTools is a flexible yet powerful new Photoshop plug-in that utilizes the power of Photoshop Actions to provide a wide range of imaging tools including effects, corrections and production automation in a full-featured interface. PhotoTools allows users to preview effects individually or combined/stacked together in a layer-like configuration as well as save their favorite combinations as presets to be used in the future.

“Whether a user is new to photography or an experienced professional, they will appreciate the range of authentic camera, filter and darkroom techniques that can be easily replicated with PhotoTools,” said Craig Keudell, president of onOne Software. “Working with well-known and respected photographers and educators Jack Davis and Kevin Kubota, we have been able to reproduce their signature Photoshop techniques with the simplicity of a single click that users are sure to appreciate. Every photographer and graphic artist will enjoy having onOne PhotoTools in their Photoshop effects plug-in collection for its versatile range of creative effects and the simplicity of finding and applying these effects to their images.”

“I’ve spent the last 20 years creating and teaching techniques and effects that strengthen, extend and accelerate the digital side of the creative communication process,” said Photoshop Guru and Instructor Jack Davis. “PhotoTools is the culmination of that time and energy. The power of Photoshop - distilled for high octane, streamlined productivity! That’s what you call WOW!”

“I’m a true believer in Photoshop Actions and I didn’t think they could really be improved upon, but PhotoTools Professional Edition has taken my Actions to the next level – it’s even easier and more fun,” said Photoshop Guru, Instructor and Wedding Photographer Kevin Kubota. “It’s like Actions on steroids. I love it.”

About PhotoTools and PhotoTools Professional Edition

PhotoTools and PhotoTools Professional Edition will faithfully reproduce camera filters like neutral density, color correction and polarization as well as darkroom techniques and alternative processes like solarization, cyanotype and palladium printing as well as many paper toners. PhotoTools even includes cinema looks popularized by Hollywood movies.

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Users can preview their chosen effect in PhotoTools before applying it, and they can also stack multiple effects on top of each other just like they would camera filters. Users can control the order of each effect and how they blend together for a truly unique look. In addition, these effects stacks can be saved so users can repeat them easily in the future.

Once a user has created their own signature look, they can use PhotoTools' powerful batch processing engine to apply their look to an entire folder of images enabling them to vastly speed up their production with the ability to batch process files with multiple output formats of differing sizes, color spaces, names and even watermarks.

onOne Software's new PhotoTools includes over 150 effects, corrections and styles that were designed in conjunction with Professional Photographer, Photoshop Guru and Instructor Jack Davis. This version of PhotoTools is available for a retail price of \$159.95.

onOne Software's PhotoTools Professional Edition (retail price of \$259.95) features an additional 100 effects beyond the base version of PhotoTools. These additional effects were created by Jack Davis and Professional Photographer, Creator of Kubota Artistic Tools Photoshop Actions and Digital Photography Bootcamp Instructor Kevin Kubota.

Both products are available for pre-order at Photoshop World (or on the onOne Software Web site: www.onOnesoftware.com) and will be available for download directly from onOne Software on November 15, 2007. Both products will be available through the worldwide onOne Software reseller network by December 1, 2007.

About onOne Software

onOne Software develops time-saving software solutions for professional and advanced amateur photographers. onOne Software solutions have been created to help photographers spend more time behind the camera taking pictures instead of the computer workstation. Such solutions include a wide range of easy-to-use plug-ins for Adobe® Photoshop®, Photoshop Elements and Photoshop Lightroom.

onOne Software delivers the highest quality software products to users by working with a broad range of industry experts and continue to develop in-house technologies for the photographic industry 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.

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**onOne Software Announces PhotoTools
Plug-ins (cont'd)**

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