



Simple Star Announces the Release of PhotoShow Deluxe 2.5
Award Winning Photo Software and New Animated Clip Art Packs
Available in Time for the Holidays

San Francisco, CA (December 10, 2003) Simple Star, Inc., the creators of easy to use consumer software, announced today the release of PhotoShow Deluxe 2.5. With PhotoShow Deluxe 2.5, powerful new features enable users to get more enjoyment from their digital photos than ever before. PhotoShow Deluxe 2.5 allows users to quickly organize their photos and then edit and print with ease. In addition, PhotoShow Deluxe 2.5 enables even new users to easily create and share musical shows with their digital photos and music.

“PhotoShow Deluxe 2.5 offers the best way for consumers to get the most out of their digital photos whether they are novice photographers or experienced users,” said Chad Richard, chief executive officer of Simple Star. “With the popularity of digital cameras exploding, it’s never been more important to make powerful yet easy to use photo software available to consumers. Simple Star believes that the joys of digital photography should be accessible to everyone.”

In addition to the release of PhotoShow Deluxe 2.5, Simple Star has also released two new animated clip art theme packs that can be used to enhance photos and musical slide shows. The “Holiday Pack” and “Kids Pack” are both available as downloads and are seamlessly integrated into PhotoShow 2.5 upon completion of the download. Clip art theme packs are available for immediate download at www.simplestar.com for \$9.99 each or both for \$14.99.

Software Features:

Manage: Organize photos into albums, edit, print, rate, search, and add text, captions and clip art. Editing functions include red-eye removal, cropping, contrast, brightness and saturation adjustments, rotate, creative effects, touch up tools and the ability to add frames around images designed with themes such as Holiday, Parties, Patterns and more. Users can return to their original images at any time during the editing process with the simple click of a button.

The more a user does with an individual photo (such as, print, share, e-mail, etc.) the better rating that photo automatically receives allowing for easy searches of popular photos. Advanced searches can also be conducted, allowing users to search based on a period of time as well as comments and key words.

Make: Create Video CDs for playback in DVD players, musical slideshows enhanced with transitions, effects and animated clip art, screen savers, photo gifts, CD-ROM's and desktop backgrounds.

Share: Send friends and family photo albums and musical slideshows online or use PhotoShow Deluxe to upload to Snapfish or Shutterfly for ordering prints and long term storage and sharing.

PhotoShow Deluxe 2.5 is available for \$49.99 and can be downloaded at www.simplestar.com.

About Simple Star, Inc.

Simple Star, "The Personal Media Company", develops software products that enable consumers to manage, make and share media in unique and creative ways. Simple Star sells software directly to consumers and also licenses its software to computer hardware manufacturers, digital imaging companies, education institutions, online media companies and retail publishers.

Simple Star products have been licensed to companies including: Eastman Kodak Company, Broderbund, Intel, Gateway, Vivendi Universal, MTV, Shockwave.com, RealNetworks, TDK, MusicMatch, Vivitar, HSN, The WB, ADS Technologies, Microtek and Mustek. To learn more about Simple Star, visit www.simplestar.com.

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