



PhotoShow 2.1 Receives the Developmental Software Award.

Students and Teachers Fall in Love with Easy to Use Imaging Software

Chicago, IL (November 5, 2003) – Simple Star, Inc., a maker of easy to use consumer software, announced today that PhotoShow 2.1 has received the 2004 Developmental Software Award for Creativity. PhotoShow received the award at the National Association for the Education of Young Children (NAEYC) conference in Chicago, IL. PhotoShow 2.1 is a fun and easy-to-use software program which allows anyone to be creative in a digital environment by telling stories through images, animation and music. The resulting presentation can be shared online, burned to a CD-Rom, used as screen savers or even published to personal web site.

Since 1992, the Developmental Software Awards have identified software programs that do an exceptional job of meeting children's interests, needs, and abilities. The awards are featured at the National Association for the Education of Young Children's Annual Conference. This year the conference is in Chicago, IL. The 2004 Developmental Software Awards are sponsored by K.I.D.S. & Computers, Inc., Denver Public Schools, Department of Curriculum and Instruction, and The Metropolitan State College of Denver, Department of Teacher Education.

"PhotoShow's simple interface enables users of all ages to creatively express themselves" said Chad Richard, chief executive officer of Simple Star, Inc. "Receiving this award is a timely honor as we recently made our software available to educators through our new partners at Academic Distributing"

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.

Contact Information:

Simple Star, Inc.

David McKie, VP, sales and marketing, Simple Star, Inc.

PH: 415-861-7529

e-mail: david@simplestar.com