



**Simple Star Announces Partnership with Snapfish**  
***Leading Online Photo Service Now Features Snapfish PhotoShow Software***

**San Francisco, CA** (May 27, 2004) Simple Star, Inc., the creators of easy to use consumer software and services, announced today they have partnered with Snapfish, a leading online photo service, to provide Snapfish customers with Snapfish PhotoShow Express and Snapfish PhotoShow Deluxe.

Created by Simple Star, Snapfish PhotoShow Express software, offered as a free download on the Snapfish Web site ([www.snapfish.com](http://www.snapfish.com)), provides users with the fastest and easiest way to organize, edit and create and share their musical slideshows using a one-click-authoring feature. And ordering prints has never been easier. Snapfish PhotoShow allows users to upload their pictures directly to the Snapfish Web site and then order film-quality prints for just 19 cents each right from within the software.

“Snapfish PhotoShow Express was created to help picture-takers get the most out of their photographs, from making their pictures the best they can be to producing and sharing exciting multimedia slideshows,” said Chad Richard, chief executive officer of Simple Star. “Our goal was to create a piece of software that is seamlessly integrated with Snapfish’s broad range of services. I think that we have been very successful.”

“Snapfish PhotoShow is so easy and fun to use, anyone can become a master of their digital photos. Our users love how easy it is to upload and order prints right from their desktop. Best of all, Snapfish PhotoShow Express is free to Snapfish customers,” noted Raj Kapoor, president of Snapfish.

With Snapfish PhotoShow Express, users can automatically generate slide shows of their favorite pictures, create photo wallpaper and computer screensavers, order prints fast right from their desktop, share photos with family and friends, edit photos (including cropping and red-eye removal), and upload and store photos from their digital camera on the Snapfish Web site. Snapfish PhotoShow Express is available for Windows 98/Me/2000/XP.

Users who want even more features, such as a complete suite of editing tools, can upgrade to Snapfish PhotoShow Deluxe and experience their digital photos at a whole new level for \$49.99.

### **About Snapfish**

Snapfish is the leading online photo service, with over 8 million members and more than 200 million unique photos online. Snapfish enables both film and digital camera owners to share, print and store their most important photo memories at the lowest prices - online or off. Digital camera users upload photos into a password-protected online album they can use to edit, share and store their photos for free, in addition to ordering film-quality prints, on Kodak paper, for just 19¢ everyday, or as low as 15¢ with their prepaid plans. Customers sending film to Snapfish get a full set of prints on Kodak paper, plus online sharing and storage, for just \$2.99 per roll. Snapfish also received the 2003 Rising Star Webby Award as the site demonstrating the fastest growth on the Internet, as measured by Nielsen//NetRatings. Additional information is available at [www.snapfish.com](http://www.snapfish.com).

### **About Simple Star, Inc.**

Simple Star, "The Personal Media Company", develops software products and services 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](http://www.simplestar.com).

# # #

### **Contact Information:**

#### **Company Contact:**

David McKie,  
VP, sales and marketing  
Simple Star, Inc.  
PH: 415-861-7529  
E-mail: [david@simplestar.com](mailto:david@simplestar.com)

#### **Press Contacts:**

Steven I. Rosenbaum or Leigh Grimm  
S.I.R. Marketing Communications, Inc.  
PH: 631-757-5665  
E-mail: [sir@sironline.com](mailto:sir@sironline.com) or  
[leighgrimm@sironline.com](mailto:leighgrimm@sironline.com)

**Simple Star Announces  
Partnership with Snapfish (cont'd)**

-3-

**For Snapfish:**

Peter Evers

Double Forte

Email: [pevers@double-forte.com](mailto:pevers@double-forte.com)

Phone: 510- 601-8700