



Simple Star Announces the Release of PhotoShow Deluxe 3.0
*Award Winning Photo Software Includes New Features, Access to an
Integrated DVD Service and Even Easier to Use Interface*

San Francisco, CA (May 27, 2004) Simple Star, Inc., the creators of easy to use consumer software and services, announced today the release of PhotoShow Deluxe 3.0. Feature-rich PhotoShow Deluxe 3.0 combines powerful new capabilities to enable users to get more enjoyment from their digital photos than ever before. PhotoShow Deluxe 3.0 allows users to quickly organize and edit their photos, create and share musical shows with their digital photos and music and print pictures with ease. Users can also create and order an entertaining photo experience on DVD through Simple Star's integrated DVD service.

"PhotoShow Deluxe 3.0 offers the best way for consumers worldwide 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. "And with features like our new PhotoShow DVD Service, Simple Star makes the joy of digital photography accessible to everyone."

Ease of use has been enhanced in this version of PhotoShow Deluxe with a new one-click show authoring feature. The user simply needs to select a folder of photos from their computer and within moments they can enjoy their memories in the form of a dynamic slideshow, complete with style themes and music. This exciting slideshow can be viewed on the computer desktop or easily shared online through PhotoShow.Net.

The integration of the PhotoShow DVD service takes all of the fun of photo memories and matches it with the convenience of the DVD format. Creators and recipients of musical slideshows can easily order a DVD, complete with custom packaging. Whether for weddings, vacations or special family moments, the PhotoShow DVD Service offers users a great new way to enjoy their memories on TV.

Following the release of the English language version, PhotoShow 3.0 will be released in eleven languages including: French, Italian, German, Spanish, Chinese, Portuguese, Dutch, Swedish, Korean and Japanese.

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.

PhotoShow Deluxe offers a one-of-kind photo rating feature. 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: Order customized DVDs or 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.

DVD Service

Simple Star's PhotoShow DVD service enables consumers to create and order a stunning photo experience on DVD. Once a user produces their musical slideshow using PhotoShow Deluxe, they can choose to have that PhotoShow produced to a DVD using Simple Star's new service. The final result is a professionally packaged DVD that can be enjoyed on a standard player and costs less than \$15.

Each DVD is custom produced by Simple Star to contain a personalized menu interface, a slide mode to view photos one at a time and the user's complete animated PhotoShow experience.

PhotoShow DVDs are available in two varieties: the commemorative edition and the lower priced value edition. Commemorative PhotoShow DVDs provide users with a high quality keep case similar to those used to package standard DVD movie releases. The packaging and disc are customized with full color artwork and include photographs from the creator's show. Value edition DVDs are shipped in a basic sleeve, but contain the same disc options and contents found

on the commemorative discs. The commemorative and value editions of PhotoShow DVDs will be priced at \$29.99 and \$14.99 respectively.

PhotoShow Deluxe 3.0 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 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.

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