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PhotoShow EXPRESS

Simple Star Announces the Release of PhotoShow Express™
Free Downloadable Version of Award Winning Software Now Available

San Francisco, CA (September 23, 2004) – Simple Star, Inc., the creators of easy to use consumer software and services, announced the release of PhotoShow Express, downloadable for free at www.simplestar.com. With PhotoShow Express, consumers can finally access an exciting and easy to use desktop photo solution for free.

PhotoShow Express 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. Other features include easy image acquisition, editing, free online sharing, photo gift creation and integration into leading online print services such as Snapfish.com.

Simple Star CEO Chad Richard said, "The release of PhotoShow Express marks a big win for consumers. From this day forward, there is no reason for a new digital camera owner to have anything but an immediately gratifying experience with their camera."

Unlike many other software products offered to consumers at zero cost, PhotoShow Express is certified to be free of 'adware' or 'spyware' and is not limited to a trial period. Additionally PhotoShow Express offers a broader feature list than other 'free' photo products and greatly extends the imaging features integrated into the Microsoft XP operating system.

PhotoShow Express has a suggested MSRP of \$29.99, but is available as a free download at www.simplestar.com. If the end user desires more features, they can upgrade to PhotoShow Deluxe for an even more feature rich experience with their images. PhotoShow Deluxe is available at www.simplestar.com for \$49.99.

PhotoShow DVD Service

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

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, Comcast, Intel, Ahead, Gateway, Vivendi Universal, MTV, Shockwave.com, RealNetworks, TDK, MusicMatch, Vivitar, ADS Technologies, Microtek and Mustek. To learn more about Simple Star, visit www.simplestar.com.

Simple Star, PhotoShow, PhotoShow Deluxe, PhotoShow Express, and PhotoShow DVD are trademarks of Simple Star, Inc.

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