



Simple Star Strengthens Management Team *Company appoints Chief Strategy Officer and Senior VP of Products*

San Francisco, CA (July 7, 2003) – Simple Star, Inc., "The Personal Media Software Company" and creator of the PhotoShow line of consumer digital imaging software and EZ-DJ Plus music mixing software, announces the appointment of two highly respected executives with significant experience in the computer and software industries. Effective immediately, Joe Dunn fills the newly created position of Simple Star's chief strategy officer and Mike Edmunds becomes senior vice president of products. Simple Star founder and CEO Chad Richard announced these appointments.

"The addition of Joe Dunn and Mike Edmunds is significant as Simple Star enters into an important growth phase," said Chad Richard, chief executive officer of Simple Star, Inc. "Joe and Mike's expertise complements the talented team at Simple Star and will help to enhance the quality of our products while broadening our opportunities."

As chief strategy officer, Dunn will be responsible for helping to define the direction of future growth and as senior vice president of products, Edmunds will be responsible for ensuring that Simple Star continues to create great products that enable consumers to manage, make and share their media.

About Joe Dunn

Prior to joining Simple Star, Dunn held a series of positions at Macromedia from 1991 to 2000, most recently the "startup CEO" for Shockwave.com, an online entertainment business that became a separate, stand-alone entity in 1999. Previous to working on Shockwave.com, Dunn was heavily involved in Macromedia's fast evolution to an Internet-based business, working on the evolving Flash and Dreamweaver businesses. Dunn's original position was vice president of engineering, where he led the development of dozens of multimedia software products on multiple platforms.

From 1989 to 1990, Dunn was the director of development at Frame Technology, driving the company towards a successful cross-platform strategy. Dunn began his career at Acorn Computers in Cambridge England, where he had a variety of engineering and engineering management positions.

About Mike Edmunds

Mike Edmunds has over 14 years experience in product development and technical management, focusing on consumer entertainment and digital media. He was most recently vice president of engineering at consumer electronics startup CD3O, whose network-connected audio players bridge the digital media gap between PCs and home entertainment systems.

As vice president of the Interactive Products Group at web entertainment provider AtomShockwave, Edmunds led acquisition and production of profitable consumer content ranging from casual web games to personal media creativity applications. At Macromedia, he was the vice president of engineering responsible for the Shockwave Player technology and the industry-leading Director multimedia authoring

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**Simple Star Appoints New Chief Strategy Officer
And Senior VP of Products (cont'd)**

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software. He has also designed user interfaces and developed search engines at Verity. Edmunds has a degree in Computer Science from the Massachusetts Institute of Technology.

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 licenses its software to computer hardware manufacturers, digital imaging companies, online media companies, retail publishers and sells software directly to consumers

Simple Star products have been licensed to companies such as: Eastman Kodak Company, Broderbund, Intel, Vivendi Universal, MTV, Shockwave.com , RealNetworks, TDK, MusicMatch, Vivitar, HSN and Palm Pictures. To learn more about Simple Star, visit www.simplestar.com.

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