

Simple Star

For Immediate Release



Simple Star Announces Availability of PhotoShow 2.1

Easy-to-use multimedia entertainment software now supports Video CD format

San Francisco, CA (March 19, 2003) – Simple Star, Inc., "The Personal Media Software Company", announced today the availability of PhotoShow 2.1. This enhanced version of the original PhotoShow software program offers support of Video CD. Now, users can burn their PhotoShows onto any CD-R and then watch the PhotoShow on their TV by playing it in their DVD player. Developed by Simple Star, Inc., PhotoShow 2.1 is a fun and easy-to-use software program allowing users to share and get creative with their digital photos.

With PhotoShow 2.1, creating multimedia entertainment with scanned photos or digital image files has never been easier. A user simply selects their photos, a sound track, transitions and effects and then add, drag and drop animated clip art and captions to experience their photos like never before. When done, the completed multimedia show can be viewed online, burned to a CD-ROM, used as a screen saver or even published to the user's own Web site. PhotoShow 2.1 is compatible with Windows and Macintosh OS operating systems.

"Now with the option to view a PhotoShow either on a computer or on a home television, it's easy for the whole family to sit down in the comfort of their living room and relive their memories in a fun and entertaining way," said Chad Richard, chief executive officer of Simple Star, Inc. "This new version 2.1 with Video CD capability helps get digital images out of the computer and into the television for more convenient sharing and viewing."

PhotoShow 2.1 is available as a free upgrade to registered PhotoShow 2.0 users. Or a free trial version can be downloaded at www.simplestar.com.

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 and online entertainment companies. In addition, Simple Star sells software directly to consumers through publishers who distribute through retail channels and through large online marketers.

Simple Star products have been licensed to or sponsored by companies such as: Eastman Kodak Company, Broderbund, Intel, Vivendi Universal, MTV, Shockwave.com , RealNetworks, Ford, MusicMatch, Pacific Digital, and Palm Pictures. To learn more about Simple Star, visit www.simplestar.com.

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