



Simple Star Announces PhotoShow Deluxe

New easy-to-use and complete digital photography software suite allows anyone to get control of their photos and have fun doing it

San Francisco, CA (August 6, 2003) – Simple Star, Inc., creators of easy to use consumer software, announced today the availability of PhotoShow Deluxe. This new digital photography software suite for PC users makes it simple for anyone to get control of their digital photos, get creative with their memories, share photos with the people that they care about and order prints online.

With PhotoShow Deluxe, even new digital camera owners and novice computer users can quickly organize their photos, edit and print with ease. In addition, PhotoShow Deluxe allows users to easily create musical shows with their digital photos and music. Users can either choose songs from their own MP3 collection or select from 100 licensed songs included in the application.

“Digital photography should be fun for everyone,” said Chad Richard, chief executive officer of Simple Star, Inc. “PhotoShow Deluxe presents an ideal balance of powerful features and ease of use for today’s digital photographer. This complete photo suite makes it easy for anyone to edit, print at home, order prints directly through online photo services such as Snapfish, create musical slideshows set to their favorite music, share their creations online and much more.”

Raj Kapoor, president of Snapfish, a leading online photo service, noted, “Using PhotoShow Deluxe to order prints of your favorite digital photos from Snapfish couldn’t be easier. Simple Star truly understands how to make software that is powerful, innovative and at the same time very user friendly.”

When a user installs PhotoShow Deluxe, the photos on their computer are automatically placed into albums within PhotoShow Deluxe, eliminating the often confusing process of getting started.

With Simple Star’s PhotoShow Deluxe users can:

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 works with more than thirty types of image files.

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: 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.

PhotoShow Deluxe is available for \$49.99 and can be downloaded at www.simplestar.com.

System Requirements

PhotoShow Deluxe requires a PC with Windows 98 or higher with a Pentium 500Mhz or faster processor and at least 128 MB RAM.

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 sells software directly to consumers and also licenses its software to computer hardware manufacturers, digital imaging companies, and large online media companies as well as retail publishers.

Simple Star products have been licensed to companies including: Eastman Kodak Company, Broderbund, Intel, 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.

#

Contact Information:

Company Contact:

David McKie, VP, sales and marketing
Simple Star, Inc.
PH: 415-861-7529
E-mail: 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 or
leighgrimm@sironline.com