

For Immediate Release



**Simple Star Announces Agreement with Riverdeep
To Launch Photo Sharing Software**

PhotoShow 2 to be Published and Distributed under the Broderbund Brand

Las Vegas, NV, March 3, 2003 - Simple Star and Riverdeep, Inc. today announced an agreement to publish and distribute a retail version of *PhotoShow 2* under Riverdeep's Broderbund brand. The fun and easy-to-use software program allows users to share and get creative with their digital photos. *PhotoShow 2* is developed by Simple Star, Inc., "The Personal Media Software Company."

Simple Star is known for developing products that enable consumers to manage, make, and share media in unique and creative ways. With more than 18 years of expertise developing and delivering easy-to-use software for consumers, Riverdeep's Broderbund brand is best known for publishing award-winning titles such as *The Print Shop*[®], *Family Tree Maker*[®], *PrintMaster*[®], and *3D Home Architect*[®].

A retail version of *PhotoShow 2* for Windows, scheduled to ship this summer, will enable users to easily create and share multimedia entertainment using their own photos and music. Users will simply choose photos, sound tracks, transitions, and effects, and then drag and drop animated clip art to enhance their creations. Once complete, PhotoShows can be shared online, burned to CD-ROM, used as a screen saver, and even published to a personal web site.

"Our agreement with Simple Star allows us to grow our Broderbund digital editing products, offering our customer base an easy-to-use solution for designing and sharing photo creations," noted Rosemary Yates, senior vice president of marketing at Riverdeep, Inc.

"We think that Riverdeep is the perfect publisher for *PhotoShow 2*," said Simple Star CEO Chad Richard. "The Broderbund brand is synonymous with quality throughout the world. The company has spent years refining how to deliver top-notch software titles that truly take into account what consumers want and need."

About Riverdeep

Riverdeep provides highly motivating, dynamic, curriculum-based Internet and CD-ROM learning experiences for children and teenagers. Products from Riverdeep feature interactive problem-solving approaches and real-world applications that reinforce conceptual understanding. The Company also offers online tools to help educators integrate technology with curriculum and

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to assess and improve student performance. Riverdeep has a rich portfolio of educational software solutions that includes Destination Math, Destination Reading, Science Explorer, Science Gateways, Reader Rabbit, Carmen Sandiego, ClueFinders, Oregon Trail, Thinkin' Things, Mighty Math, and Broderbund's productivity and digital media software, including The Print Shop, PrintMaster, Kid Pix, and Family Tree Maker.

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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