

For Immediate Release

Simple Star Launches 'PhotoShow DVD' Service

Unique online service enables anyone to turn their photos into a commemorative DVD

Las Vegas, NV (February 11, 2004) Simple Star, Inc. today announced the PhotoShow DVD service, enabling consumers to create and order a stunning photo experience on DVD. Animated musical slideshows can be custom designed by anyone thanks to the easy to use interface of PhotoShow products, while the production and fulfillment are provided by the new service. The final result is a professionally packaged DVD that can be enjoyed on a standard player and costs less than \$15.

"Now anyone with a digital camera and a computer can easily create a high quality entertainment experience and become the star of their own DVD," said Chad Richard, chief executive officer of Simple Star. "These compelling DVDs are a perfect example of what can be easily created and shared with PhotoShow software."

According to a recent report by the Consumer Electronics Association, DVD players and digital cameras were the two most sought after devices by holiday shoppers. The PhotoShow DVD service is uniquely positioned to satisfy consumer demand in both of these high growth areas, offering a polished entertainment product that can be created and enjoyed by the vast majority of consumers. The DVD service is the latest way that PhotoShow helps digital camera owners easily share and create with their digital photos.

Using Simple Star's PhotoShow and PhotoShow Deluxe software, anyone can create and share musical slideshows with friends and family around the world. The easy to use software enables even novice users to add animation, captions, special effects and dynamic transitions to their shows – and effortlessly share them for free through email and the web.

Beginning today, both creators and recipients of these entertaining PhotoShows can cherish them forever on a PhotoShow DVD. Each DVD is custom produced to contain a personalized menu interface, a slide mode to view photos one at a time, and the user's complete animated PhotoShow experience. Simple Star

handles all aspects of the difficult DVD production process, including rendering the video, menu creation and packaging.

PhotoShow DVDs will be available in two varieties: the commemorative edition and the lower priced value edition. Commemorative PhotoShow DVDs provide users with a high quality keep case similar to those used to package standard DVD movie releases. The packaging and disc are customized with full color artwork and include photographs from the creator's show. Value edition DVDs are shipped in a basic sleeve, but contain the same disc options and contents found on the commemorative discs. The commemorative and value editions of PhotoShow DVDs will be priced at \$29.99 and \$14.99 respectively.

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, education institutions, online media companies and retail publishers.

Simple Star products have been licensed to companies including: Eastman Kodak Company, Broderbund, Intel, Gateway, Memorex, Vivendi Universal, MTV, Shockwave.com, RealNetworks, TDK, MusicMatch, Vivitar, HSN, The WB, ADS Technologies, ACD Systems and Mustek. To learn more about Simple Star, visit www.simplestar.com.

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