

For Immediate Release



Olympus Makes PhotoShow Available to Its Customers
Easy to Use Photo Software Perfect for Digital Camera Owners

Las Vegas, NV (February 11, 2004) – Simple Star, a developer of easy to use consumer photo software, announced today that Olympus, a precision technology leader, has chosen to offer PhotoShow to Olympus customers. PhotoShow is the only third party software being offered from the Olympus Emporium web site. Developed by Simple Star, Photo Show is a fun and easy-to-use software program which allows users to share their digital photos as musical slide shows.

With PhotoShow, 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 drags and drops to add 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 for viewing on a home computer or DVD player, used as a screen saver or even published to the user's own Web site. PhotoShow is compatible with Windows and Macintosh OS operating systems.

"Partnering to offer PhotoShow to Olympus' huge customer base is an exciting step for Simple Star," said Chad Richard, chief executive officer of Simple Star, Inc. "Digital camera owners are looking for easy and fun ways to share their digital photos. PhotoShow provides the perfect solution to the Olympus customer by allowing them to share their Photo's as musical slideshows."

PhotoShow is a great addition to the Emporium website and gives our customers one more way to get the most out of their Olympus Digital Camera," said Keith Swiderski, Business Development Manager. "PhotoShow is incredibly easy to use and allows even the true beginner to shine by creating and sharing their original slideshows with friends and family."

About Olympus

Olympus is a precision technology leader, designing and delivering innovative solutions in healthcare and consumer electronics worldwide.

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Olympus works collaboratively with its customers and its parent company, Tokyo-based Olympus Corporation, to leverage R&D investment in precision technology and manufacturing processes across diverse business lines. These include:

- Gastrointestinal endoscopes, accessories, and minimally invasive surgical products;
- Advanced clinical and research microscopes;
- Lab automation systems, chemistry-immuno and blood bank analyzers and reagents; and
- Digital and film cameras, and digital voice recorders.

In the U. S. and Canada, Olympus serves healthcare, scientific and commercial laboratory markets with integrated product solutions and financial, educational and consulting services that help customers efficiently, reliably, safely, and easily achieve superior results. Olympus is the leader in gastrointestinal endoscopy and clinical and educational microscopes. The company's market-leading consumer electronics business spans North and South America.

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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 companies including: Eastman Kodak Company, Broderbund, Intel, TDK, Vivendi Universal, MTV, Shockwave.com , RealNetworks, Vivitar, MusicMatch,. To learn more about Simple Star, visit www.simplestar.com.

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