

For Immediate Release



**Simple Star Announces PhotoShow to be Bundled with
New Western Digital Media Center and External Hard Drives**
Easy to Use Photo Software Fun for the Whole Family

Las Vegas, NV (February 11, 2004) – Simple Star, a developer of easy to use consumer software, announced today that Western Digital, one of the data storage industry's pioneers and longtime leaders, has chosen to bundle PhotoShow with its new Media Center and USB 2.0/FireWire® hard drives with Dual-option Backup.. 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.

"We're excited that Western Digital has chosen Simple Star's PhotoShow software to include with their new external hard drives and Media Center," said Chad Richard, chief executive officer of Simple Star, Inc. "Digital photography enthusiasts are demanding new levels of storage capacity to archive their rapidly growing collections of photos. PhotoShow compliments this behavior by enabling users to easily share their memories in a fun and creative way."

The Media Center, available in capacities of 160, 200 and 250 GB, combines a WD Caviar® SE hard drive, an 8-in-1 memory card reader, USB 2.0 hub and the company's exclusive Dual-option Backup feature in one convenient external storage device. Western Digital's new external USB 2.0/FireWire® external hard drives with Dual-option Backup are offered in storage capacities of 120, 160, 200 and 250 GB.

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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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