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FOR IMMEDIATE RELEASE

X-Rite ColorMunki™ Photo \$50 Cash Rebate Offer Extended

Promotion for award-winning color control solution runs through June 30, 2010

Elmsford, NY – April 23, 2010 – X-Rite Photo Marketing announces the extension of the popular ColorMunki Photo \$50 cash back rebate offer. This promotion, which is available now through June 30, 2010, is valid on any ColorMunki Photo purchased from any authorized dealer in the USA and Canada. X-Rite is the world leader in color management and measurement technologies.

X-Rite's award-winning ColorMunki Photo is a completely integrated color control solution to calibrate displays, projectors and printers so photographers can get accurate screen-to-print color matching every time. Combined with ColorMunki's included creation and communication tools, users have unparalleled control for perfect colors on screen and in print every time.

“With today's complex digital imaging workflows, getting colors to match between devices can be a time-consuming and costly challenge for busy photographers,” said Mark Rezzonico, Vice President X-Rite Photo Marketing. “This \$50 rebate offer makes our integrated color control solution, the ColorMunki Photo, even more affordable for those looking for the best way to completely control their color on screen and get the perfect print they expect the first time, saving lots of time and money.”

ColorMunki Photo is the industry's hottest all-in-one color solution that delivers unparalleled color control and color creation tools for digital photo workflows. The included powerful, self-guided software offers two modes: easy and advanced. Users select “match my printer to my display” and they'll be completely guided through the profiling process for both their display and their printer. Or they can easily jump right to display, projector or printer profiling. ColorMunki Photo, the all-in-one spectrophotometer, is the only device needed.

The ColorMunki rebate form is available for download by visiting <http://www.xritephoto.com> and clicking on “Hot Promotions” or visiting the ColorMunki Photo product page.

About X-Rite

[X-Rite](#) is the global leader in color science and technology. The company, which includes color industry leader [PANTONE Inc.](#), develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services.

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For more information regarding ColorMunki Photo, visit www.XritePhoto.com. For X-Rite corporate information visit www.xrite.com.

The X-Rite ColorMunki Photo is distributed by Elmsford, NY-based MAC Group www.MACgroupUS.com.

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