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X-Rite Announces Colorimeter Trade-In Program

Any old colorimeter is worth up to \$40 on the purchase of a new ColorMunki Display or i1Display Pro

Elmsford, NY – June 22, 2011 – [X-Rite Photo Marketing](#) announces a new [trade-in program](#) available to customers in the U.S. and Canada that purchase a new X-Rite ColorMunki Display or i1Display Pro – two all-new technologically advanced hardware and software solutions for color calibration and profiling of displays, laptops and projectors.

Between June 20 and September 30, 2011, photographers and other creative professionals can receive up to \$40 cash back when they trade in their old monitor calibration system towards a new X-Rite ColorMunki Display or i1Display Pro solution.

Trade In Details:

Buy	Send In	Receive
ColorMunki Display	any colorimeter*	\$25 rebate
i1Display Pro	any colorimeter*	\$40 rebate

**can be any X-Rite, PANTONE, competitor or private label colorimeter*

“For anyone looking to upgrade their color calibration system, now is the perfect time with the introduction of the new ColorMunki Display and i1Display Pro solutions,” said Mark Rezzonico, vice president X-Rite Photo Marketing. “And especially with this limited time trade-in program it’s a win, win all around. Photographers and other creative professionals can send in their old colorimeter of any make, model or age to step up to the latest technology and receive up to \$40 back on their new purchase.”

This offer is valid for purchases made and shipped within the U.S. or Canada only. Trade-in details and downloadable trade-in forms are available now by visiting: www.xritephoto.com

About ColorMunki Display

The ColorMunki Display is the ideal color solution for both passionate and professional photographers and designers looking for professional color results in an easy-to-use format that doesn’t require in-depth knowledge of color science. ColorMunki Display features an ‘Easy’ mode with a selection of one-click presets and an ‘Advanced’ mode, with easy to navigate wizard-driven options for more control. ColorMunki Display provides users everything they need in an easy to use solution that delivers high quality calibration and profile results in no time.

About i1Display Pro

The i1Display Pro is the ultimate choice for discerning photographers, designers or any imaging professionals looking for the highest on screen color accuracy. i1Display Pro offers power users ‘Advanced’ user-defined settings and in-depth quality assurance tools for precise color control, as well as predefined ‘Basic’ settings to provide them with the perfect combination of speed and options to suit their individual workflow and changing needs.

Availability

- more -

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Program (cont'd)**

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The new ColorMunki Display and i1Display Pro are available now from X-Rite (North America) and Pantone online stores and also from the company's worldwide network of resellers.

For more information on these solutions, please visit www.xrite.com, www.xritephoto.com or www.pantone.com.

About X-Rite

(NASDAQ: XRIT) X-Rite is the global leader in color science and technology. The company, which now includes design industry color leader Pantone LLC, develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services. X-Rite's expertise in inspiring, selecting, measuring, formulating, communicating and matching color helps users get color right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. For further information, please visit www.xrite.com, www.XritePhoto.com or www.pantone.com

The X-Rite i1Display Pro and ColorMunki Display are distributed by Elmsford, NY-based MAC Group www.MACgroupUS.com.

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