



PRESS RELEASE

X-Rite Announces \$150 Rebate Promotion for i1Publish Upgrade

GRAND RAPIDS, Mich., Aug. 23, 2011—[X-Rite, Incorporated](#) (NASDAQ: XRIT), the world leader in color management, measurement and communication technologies, and its wholly owned subsidiary [Pantone](#), the global authority on color and provider of professional color standards for the design industries, today announced a \$150 cash back promotion for X-Rite customers who want to upgrade their i1Match, ProfileMaker or MonacoPROFILER software to i1Publish which contains the next generation i1Profiler color management software. i1Profiler delivers an entirely new, flexible user defined experience to generate the highest quality ICC profiles for unrivaled color accuracy.

Fully supporting the new Mac OS X 10.7 Lion operating system, the latest version of i1Publish is a fully-featured ICC profiling solution that includes i1Profiler software, ColorChecker Camera Calibration software, PANTONE Color Manager software and two ColorChecker targets – ColorChecker Classic and ColorChecker Proof. i1Publish quickly and easily creates custom profiles for cameras, monitors, digital projectors, and RGB, CMYK and CMYK+4 printers, ensuring color accuracy from capture to output. It also features new assurance validation and verification functions using digital standards.

Users of i1Match, ProfileMaker and MonacoPROFILER users will see improved color quality thanks to a new engine that creates highly accurate profiles for the truest color all the way from capture to output. A new user interface features both basic and advanced modes to give users the flexibility they need. It's easily customized and enables users to save and share workflows or workflow components.

The following enhancements are what users who upgrade to the new i1Publish can expect:



- **Improved color quality** - new color engine creates highly accurate profiles for the truest color from capture to output
- **New user interface** – basic and advanced modes provide the ultimate flexibility; easily customize, save and share workflows or workflow components
- **Accurately capture colors** every time with included ColorChecker Camera Calibration software and target
- **Accurately view colors** every time on your monitors and projectors
- **Accurately print colors** every time on RGB, CMYK and CMYK+ printers
- **New Quality Assurance Tools**
- **Fully compatible with Mac OS X 10.7 Lion operating system**

Through Sept. 30, 2011, X-Rite is offering customers a \$150 cash back rebate on the upgrade for US and Canadian customers who have i1XTreme, i1Proof, i1XT, i1Pro OEM, i1Photo Pro, i1Photo LT, i1Photo, i1Photo SG, i1Design LT, i1Basic, i1 Basic Pro, ProfileMaker 5, MonacoPROFILER 4.

For more information about the i1Publish upgrade and rebate, please visit www.xrite.com or www.xritephoto.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, Inc., 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 or www.XritePhoto.com

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