

PRESS RELEASE

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X-Rite Announces Free *Coloratti* XritePhotoWalks during Photokina

Photographers of all levels can explore and photograph Cologne, Germany alongside photography professionals and win great prizes too

GRAND RAPIDS, Mich., August 30, 2010 – [X-Rite](#), Incorporated (NASDAQ: XRIT), the world leader in color management, measurement and communication technologies, announces its inaugural *Coloratti* XritePhotoWalk event-taking place next month during Photokina 2010 in Cologne, Germany. Photographers of all levels are invited to walk, learn about and photograph the beautiful city of Cologne while also learning about photographic techniques and tips from world class professional photographers Vincent Versace, Natural Light Photographer (USA) and Jens Petersen, Fashion, Editorial and Lifestyle Photographer (Germany).

In addition, X-Rite's Market Manager Photo, Thomas Kunz and ColorChecker Product Manager, Chris Halford, will also join the Photo Walks so attendees can learn more about profiling their cameras with the ColorChecker Passport and enabling one-click color enhancements.

"We are thrilled to offer for the first time at Photokina escorted Photo Walks through this picturesque city," said Liz Quinlisk, X-Rite's Director Marketing Strategy, Photo. "It's a chance for Photokina attendees to take some time either before the show starts in the morning or in the early evening when the light is most beautiful to see and photograph the sites of the city while accompanied by two of the world's most renowned professional photographers. And it's a chance to win some fabulous prizes too for the best of the best images taken during the walking tours."

About the *Coloratti* XritePhotoWalk

Each free two-hour Photo Walk is a guided tour through the city of Cologne that focuses on teaching participants how to take better photos. After a brief lesson on white balance and camera profiling, the guide will escort the group through sites of interest throughout the city, and attendees will receive photo tips from the professionals along the way. At various points along the tour, participants will be given the opportunity to explore and photograph using their newfound knowledge. A local Cologne travel guide will be on hand to answer questions and provide historical information along the tour route.

When and Where

- **Rheinpark in the Heart of Cologne;** Wednesday, September 22nd at 7 am; Meeting Point (Train Station Deutz, Exit Messe) featuring Vincent Versace, Thomas Kunz and Chris Halford (Language: English)
- **Historical Center of Cologne;** Wednesday, September 22nd at 5 pm; Meeting Point (Köln Tourismus Information center in front of the main entrance to the Cologne Dome) featuring Jens Petersen and Thomas Kunz (Language: German)
- **Rheinpark in the Heart of Cologne;** Friday, September 24th at 7 am; Meeting Point (Train Station Deutz, Exit Messe) featuring Vincent Versace, Thomas Kunz and Chris Halford (Language: English)

Participants in the XritePhotoWalks are also encouraged to enter the Photo Walk Contest by simply selecting one final image that was taken during the walk and upload it to X-Rite's judging site. Vincent Versace and Jens Petersen will judge and select 3 winning photos that will receive the following prizes:

- 1st Place: i1XTreme and ColorChecker Passport
- 2nd Place: ColorMunki Photo and ColorChecker Passport
- 3rd Place: ColorChecker Passport

Images submitted for the contest can be uploaded to: <http://www.flickr.com/groups/x-ritephotokinaphotowalk/>

All participants will receive an X-Rite Photo Walk t-shirt. Each Photo Walk tour is limited to the first 40 registered walkers. Attendees need to bring whatever camera equipment they shoot with. To register please visit: <http://www.xritephoto.com/photowalk>

About Vincent Versace

X-Rite Coloratti Vincent Versace, Natural Light Fine Art Photographer, is a recipient of the Computerworld Smithsonian Award in Media Arts & Entertainment, the Shellenberg fine art award, a four time nominee to the Photoshop Hall of Fame and is the author of *Welcome to Oz: A Cinematic Approach to Digital Still Photography with Photoshop* which was chosen as *Shutterbug Magazine's* best how to book of the year. His work is part of the permanent collection of the Smithsonian Institution's Museum of American History.

He teaches regularly at Photoshop World and the Hallmark Institute of Photography, plus the Maine Photographic and Palm Beach Photographic Workshops. For more information about Vincent Versace visit: <http://versacephotography.com/>

About Jens Petersen

Fashion, Editorial and Lifestyle Photographer and X-Rite Coloratti Jens Petersen discovered his love for photography late in life – he bought his first camera in 2005 and it was instantly a part of him. Within a short time his first photos were published in magazines and technical periodicals, and in 2006 he held his first exhibition of Street images in Belgium.

In 2007 he undertook a high-profile re-orientation focusing his photography on People, and decided to become a professional photographer on a permanent basis. It was a brilliant decision - portrait, fashion, lifestyle and editorial - all gave him a base of information, curiosity and, at times, the ability to photographically transport. His clientele includes

economic enterprises and fashion labels. For more information visit:
<http://www.ienspetersen.biz/>

About X-Rite Coloratti

X-Rite's Coloratti includes the world's top professional photographers, a group whose vision, passion, leadership, and partnership are recognized and valued by X-Rite. Coloratti photographers are highly respected by their peers and are admired by up-and-coming professionals, enthusiasts, and students alike.

The Coloratti understand the importance of implementing color management in their workflow and freely share their knowledge on how to get the very best color for all images, no matter how they are presented – on screen or in print. The Coloratti photographers have a dedicated passion for the world of photography and achieving accurate color is presented in many of their workshops, seminars and at sponsored X-Rite events. They foster creativity in others and inspire their students and audiences to easily master color control in their imagery and their art. For more information about the X-Rite Coloratti please visit:
www.xritephoto.com/ph_coloratti.aspx

About X-Rite

X-Rite (NASDAQ: XRIT) 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. For more information regarding this program, visit www.XritePhoto.com. For X-Rite corporate information visit www.xrite.com.

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