

PRESS RELEASE

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X-Rite Showcases Innovative i1Profiler Solutions and More for Photographers at Photokina

Broad line of X-Rite solutions deliver color fidelity, reliability, and accuracy in digital imaging

Grand Rapids, MI, August 30, 2010 – X-Rite (NASDAQ: XRIT), Incorporated, the world leader in color management and measurement technologies, today announced that it will be exhibiting at Photokina, the world's leading fair for photography and imaging. Taking place in Cologne, Germany, Photokina is scheduled for 21 through 26 September, 2010, at KölnMesse. X-Rite will be located in Hall 4.1, Stand I021 - I029, at the show.

“We are pleased to be able to bring such a wide range of new experiences and products, such as our latest i1Profiler professional color management software, to attendees at Photokina,” said Thomas Kunz, X-Rite's Market Manager, Photo. “Photokina 2010 is the ideal showcase for photographers and creative professionals to gain knowledge and expertise about effective color managed digital imaging workflows by finding new products that can best enhance their professional needs. In addition to the outstanding X-Rite products on display in our stand, X-Rite also is a proud sponsor of The Creative Alliance, a unique educational opportunity featuring world-renowned experts in the world of photography. We're also very excited about our first-ever free Coloratti Photokina Photo Walk open to all Photokina attendees.”

Visitors to the X-Rite stand will have the opportunity to participate in live demonstrations of solutions and technologies specifically tailored to meet the needs of all photographers from photo enthusiasts to high-end professionals. Visitors can walk through the entire workflow, from image capture using color-calibrated digital cameras, to color monitor profiling, color projector profiling and final output on color printers. This hands-on environment enables visitors to learn first-hand how to ensure color consistency, reliability and accuracy throughout their entire digital imaging workflow. X-Rite solutions will also be featured in partner stands throughout the show.

X-Rite Solutions at Photokina

X-Rite solutions for photographers and creative professionals on display at Photokina include:

- **NEW! i1Profiler Software** – i1Profiler is the next generation color profiling solution that delivers an entirely new, flexible user defined experience to generate unrivaled color quality. Accommodating a broad range of proficiencies and expertise, i1Profiler provides complete power and control to create the highest quality profiles in one, convenient software tool. i1Profiler will be incorporated in all i1Pro solutions, where users can create custom profiles for their monitors, RGB and CMYK printers and digital projectors. Any customer purchasing an i1Pro solution today will automatically qualify for free upgrade.
- **ColorChecker Passport** - ColorChecker Passport is a powerful 'capture to edit' color solution for any photographer working in a Raw workflow and looking for more accurate, consistent color and creative flexibility. ColorChecker Passport combines three photographic targets into one pocket size protective, self-standing case plus camera calibration software.
- **i1Display 2** – Professional monitor profiling with advanced user controls including Workgroup Match for those who need to match multiple monitors, Ambient Check and Match for the most accurate correlation from monitor to viewing conditions, Calibration for monitors and Validation to track monitor performance.
- **ColorMunki Photo** - Designed specifically for wedding, portrait and event photographers — or anyone passionate about imaging – X-Rite ColorMunki Photo is a completely integrated color control solution to calibrate displays, projectors and printers; delivering accurate screen-to-print color matching, every time. ColorMunki Photo's included creation and communication tools give users unparalleled control in bringing images to life.
- **i1iSis with Optical Brightening Compensation (OBC)** - An automated high-speed chart reader that provides true spectral measurements while simplifying handling for high volume production environments. Based on award-winning i1 spectral technology, this is X-Rite's first complete optical brightener correction (OBC) solution for solving proof and print color matching challenges caused by optical brighteners used by paper mills and premium inkjet paper manufacturers to make a yellowish paper appear whiter and brighter. The new X-Rite i1 iSis OBC technology, combined with high-end profiling software, offers a complete solution for high-end applications requiring consistent color measurement and visualization of printed output in the prepress (proofing), printing and photo (high-end studio printing and fine art) markets.

X-Rite Events at Photokina

- **The Creative Alliance:** Working professional photographers will not want to miss these daily educational sessions featuring some of the most recognized experts in the photo industry during scheduled presentations throughout the show in The Creative Alliance Theatre (Hall 4.1, Stand I-010). The schedule of sessions will be listed at The Creative Alliance Theatre. In addition, experts will be available for evening discussion groups in a more intimate setting that will allow one-on-one interaction to better address the informational and technology questions of individual attendees. To register for the educational sessions visit <http://www.creativealliance-photokina.com>.

- **Free X-Rite Coloratti Photo Walk:** Limited to 40 people per walk, three photographic excursions will take place (two English language sessions and one in German) where photographers of all levels are invited to walk, learn about and photograph the beautiful city of Cologne. Attendees will also learn 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). Attendees will learn more about profiling their cameras with the ColorChecker Passport and enabling one-click color enhancements. Participants in the X-Rite Photo Walk will be eligible to enter the Photo Walk Contest for a chance to win great prizes. Prior registration is required by visiting <http://www.xritephoto.com/photowalk>. All participants will receive an X-Rite Photo Walk t-shirt.

In addition, X-Rite will also host a press conference at Photokina on Tuesday, 21 September at 12:00 in the Congress Center North, Room D. All journalists attending the show are invited to attend. Please RSVP to: monika.d@duomedia.com

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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