



Focus For Humanity and X-Rite Announce Innovative Sponsorship Agreement

Grant recipients to receive X-Rite ColorMunki Photo and ColorChecker Passport color management products

SANTA MONICA, CA – September 13, 2010 - Focus For Humanity, a U.S.-based non-profit organization that awards grants to amateur and professional photographers throughout the world that enable them to focus their work on telling cultural and humanitarian stories, announced today that the organization has agreed to an innovative sponsorship arrangement with X-Rite Incorporated, the world leader in color management and measurement technologies, to provide all grant recipients with X-Rite color management solutions.

Color management is a critical component of the photographer's workflow and this sponsorship agreement ensures that every grant recipient will understand and be able to use X-Rite solutions from the very beginning of their professional careers.

"Our grants and awards ensure that the best photographic talent gets the best tools, support and advice as they transition to become successful humanitarian or travel photographers," said Marco Ryan, Co-Founder of Focus For Humanity. "We are delighted to be associated with X-Rite, whose products are widely acknowledged as the most intuitive, practical and best color management solutions for today's working photographer."

Under the agreement, X-Rite will provide ColorMunki Photo, a completely integrated color control solution enabling these talented photographers to accurately portray their subjects by calibrating their computer displays, projectors and printers and ColorChecker Passport for color control and consistency from capture to edit, to each of the main Focus For Humanity grant recipients. A minimum of ten grants will be awarded per year.

"We are honored to support Focus For Humanity and to be able to assist up-and-coming photographers with their international humanitarian efforts," said Thomas J. Vacchiano Jr., X-Rite's President and CEO. "By providing grant recipients with X-Rite color management solutions we are able to help these photographers make the jump to the professional world as they create their story-telling color correct images for the rest of the world to see. And of course, training through webinars on these products will be provided to the grant recipients."

Each year Focus For Humanity organizes a collection of grant recipients images that are then exhibited both online and at key events or locations. A selection of these images will be on display at the X-Rite Stand (Hall 4.1, Stand I021 - I029) at Photokina in Cologne, Germany this month. X-Rite also has plans to promote this humanitarian work worldwide throughout the year.

About the ColorMunki Photo

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. The included powerful, self-guided software offers two modes: easy and advanced.

About Color Checker Passport

X-Rite's ColorChecker Passport is a powerful "capture to edit" color solution for any photographer looking for more accurate, consistent color and creative flexibility. And when combined with software controls found in Adobe® Imaging solutions, photographers can gain even greater workflow benefits significantly reducing their digital image processing time.

About Focus For Humanity

The hopes and struggles of people all over the globe are recorded by photographers whose profound commitment to their work is matched by their responsibility to their subjects. Our mission is to provide financial support, resources, and training for professional and amateur photographers who capture these stories of our shared humanity and to help fund their work with NGOs.

Available awards and grants include the FFH Foundation Fellowship, NGO-PRO Grants, Workshop Grants and IGVP Mentoring Grants. For more information, visit: www.focusforhumanity.org

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. For more information regarding this program, visit www.XritePhoto.com . For X-Rite corporate information visit www.xrite.com .

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