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X-Rite Announces “Seasons of Color” Weekly Online Photo Contest

12-week contest highlights a new Pantone Plus color each week and top 10 winners weekly receive an X-Rite ColorChecker Passport

Elmsford, NY – October 15, 2010 – X-Rite Photo Marketing announces the **Seasons of Color** Photo Contest. Each week for the next 12 weeks, photographers are invited to submit their original images that they feel best represent the week’s featured PANTONE® PLUS SERIES color. The top 10 winners each week, determined by popular vote will receive an X-Rite ColorChecker Passport.

Photographers can enter the contest by visiting www.xritephoto.com/seasonsofcolor. A gallery of all weekly submissions can also be viewed and are open to public voting. Details about the Seasons of Color Photo Contest and the specific PANTONE® PLUS SERIES Color of the Week can be found by following X-Rite Photo on Facebook (<http://www.facebook.com/xritephoto>) and Twitter (<http://www.twitter.com/xritephoto>).

“The X-Rite Seasons of Color Photo Contest is a great social media promotion directly involving our loyal and talented customers,” said Mark Rezzonico, Vice President, MAC Group/X-Rite Photo Marketing. “This contest creates an outlet for photographers to share their images, show others how they use color in their photography and hopefully win a great prize that is sure to be a wonderful addition to their digital imaging workflow.”

About the X-Rite ColorChecker Passport

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

About X-Rite

[X-Rite](http://www.xrite.com) is the global leader in color science and technology. The company, which includes color industry leader [PANTONE Inc.](http://www.pantone.com), 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.

The X-Rite ColorChecker Passport is distributed by Elmsford, NY-based MAC Group www.MACgroupUS.com.

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