



Software

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FOR IMMEDIATE RELEASE

Nik Software Announces Availability of Color Efex Pro 2.0 for Capture NX

*Award-winning Capture NX from Nikon and Nik Software's Color Efex Pro™ 2.0
for Capture NX put creative power and control at photographers' fingertips*

New York, NY – October 18, 2007 (PhotoPlus Expo Booth #760) – Nik Software Inc. today announced a new powerful photo editing software bundle designed specifically for professional and advanced amateur photographers. Available directly from Nik Software (www.niksoftware.com), the revolutionary Capture NX photo editing software from Nikon Corporation and the award-winning Nik Color Efex Pro 2.0 digital photographic filters for Capture NX can be purchased separately for \$329.95 or together for a limited time at a \$30 discount.

“Digital cameras have made photography easier, however imaging software simply has not kept pace,” said Michael J. Slater, president and CEO of Nik Software, Inc. “Professional photographers and advanced amateurs have recognized Nik Color Efex Pro as a big part of their photographic workflow because of its simplicity and power. Bringing Color Efex Pro 2.0 and Capture NX together offers photographers an easy to use and complete photo editing solution,” Slater added.

Capture NX offers a revolutionary new approach to photo editing which results in faster and easier image enhancements. Featuring Nik Software's patented U Point® technology (www.upoint.com), Capture NX provides direct control over any region in a digital image and enables selective editing or enhancements without complicated layer masking techniques. Capture NX works with TIFF and JPG files and provides superior processing of Nikon's RAW format. Image edits are fully non-destructive and can be modified at any time and in any order, even after the file has been closed and reopened. File sizes do not substantially increase no matter how many edits are added to the original image.

Nik Software's Color Efex Pro 2.0 for Capture NX includes 75 award-winning filters that offer a tremendous range of traditional and stylistic photo enhancements. A complete filter list may be found at: www.niksoftware.com/cepnxfilters.

Pricing & Availability

Capture NX and Color Efex Pro 2.0 for Capture NX are available via electronic purchase in the United States from www.niksoftware.com/nxbundle for \$329.95 (purchased separately) or together for a limited time at a \$30 discount.

Other related products include:

- Nik Color Efex Pro 2.0 for Capture NX Complete Edition (75 filters total): \$179.95
- Nik Color Efex Pro 2.0 for Capture NX Select Edition (45 filters total): \$99.95
- Nik Color Efex Pro 2.0 for Capture NX Standard Edition (19 filters total): \$59.95
- Capture NX: \$149.95

Capture NX and Nik Color Efex Pro 2.0 for Capture NX run on the Windows and Macintosh platforms and are available at www.niksoftware.com/nxbundle. Registered users of Nik Color Efex Pro for Nikon Capture 4 can receive a free upgrade to Nik Color Efex Pro 2.0 for Capture NX at www.niksoftware.com/cepnx. The new filters require use of Capture NX 1.2, a free update to Capture NX that can be obtained by choosing “Update Capture NX” in the Help menu of the Capture NX software.

About Nik Software, Inc.

Nik Software, Inc. is a privately held company that develops software solutions for the growing digital imaging and photography markets. Established in 1995, Nik Software has become the recognized leader in digital photographic filter development and produces award-winning technology and software products for digital photography and imaging professionals including U Point® technology, Dfine®, Nik Color Efex Pro™, and Nik Sharpener Pro™ software.

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