



Press Information

The TECHnik Group Spins Off of Its nik multimedia Software Division Forming nik multimedia, Inc.

San Diego, CA February 9, 2001: The TECHnik Group today announced the spin-off of its nik multimedia software division, developer of the award-winning Sharpener Pro! and Color Efex Pro! In doing so the Group realized its goal to refocus its software development and expand its reach into the rapidly growing digital imaging markets. The new company is headquartered in San Diego, California with offices and operations in Europe. The Company will continue to expand both operations and focus on the extraordinary opportunities in the growing digital photography and digital imaging markets.

Digital Experience Develops Insights

After nearly a decade working with industry leaders, the TECHnik Group has begun to capitalize on its digital imaging experience with the development of the new nik multimedia software products. Established in 1993, The TECHnik Group's High Performance GmbH operation began offering digital imaging consulting and technical services to companies such as Nikon, Epson, Toshiba, EFI, Xerox, and Minolta throughout Europe. As these companies introduced new digital technologies High Performance grew, establishing solid, long-term relationships. Using this experience, The TECHnik Group, has built a reputation for responsive customer relations and innovative training practices, offering professional support and service, workflow training, and digital imaging consulting services for the digital imaging industry.



Press Information

The Software Division Spin Off and Its Award-Winning Digital Filter Technology

The TECHnik Group brought its experience in digital imaging and technical support to the US market in 1998, acquiring nik multimedia and adding its founder, Nils Kokemohr to its management team. Since then, nik multimedia has emerged as one of the leading digital image filter developers, marketing an array of products based on proprietary technologies incorporated into professional photographic and digital imaging tools. The Company's technologies have been recognized by professional photographic, design, and print industry publications, receiving Editor's Choice Awards from magazines such as American Photo, PC Photo, and Outdoor Photographer Magazine. Its products have also been recognized as a "Top 10 Pick" for the year from Digital Camera Magazine in its 2001 Buyer's Guide, and has received accolades from industry magazines such as Studio Photography & Design, Adobe® Magazine, digital Foto, Photoshop® User, and Micro Publishing News.

nik multimedia continues to develop all their products and technology in-house, creating applications that range from the consumer and professional digital imaging markets to the professional print and scientific digital imaging markets.

About nik multimedia, Inc.

nik multimedia is a privately held U.S. corporation with its headquarters in San Diego, California. Its European office is located in Hamburg, Germany. The Company focuses on the development and marketing of unique technologies for the digital photography and digital imaging market. nik multimedia currently offers worldwide six software products that target the digital photography market, as well as the professional print and graphic design industries. nik multimedia software is available in English, German, and Japanese and is available for both Apple®/Macintosh® and Windows® systems.



nik multimedia, Inc.

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About The TECHnik Group, Inc.

(Europe-wide High Performance, GmbH)

The TECHnik Group is a privately held U.S. Corporation with its European headquarters and operations in Hamburg, Germany and offices in Vienna Austria. The TECHnik Group provides support, digital imaging training, and /or consulting services for companies such as Nikon, Epson, Toshiba, Electronics for Imaging (EFI), Xerox, Konica, Peter Schmidt Studios, Kodak, OCE, Ricoh, Sharp, Kyocera, Mita, and Minolta.

For more information about nik multimedia, Inc., or The TECHnik Group, contact Ed Sanchez at of nik multimedia, Inc. at (619) 725-3150.