



Press Information

nik multimedia, Inc. Announces Strategic Relationship with Microsoft

SAN DIEGO, CA – June 5, 2002: nik multimedia, Inc. today announced a strategic relationship with Microsoft Corp. in conjunction with the launch of the new Microsoft Windows XP Digital Photography website, www.microsoft.com/WindowsXP/DigitalPhotography/.



nik multimedia, Inc. develops the leading software products for digital photography used by a wide range of photographic consumers ranging from first-time picture takers to the photographic industry's top professionals. The company's nik Color Efex Pro™ and nik Sharpener Pro™ software products have received top awards for their innovation, power, and ease-of-use. The company's most recent software release penPalette™ provides a natural and innovative approach for enhancing digital images that anyone can use. For more information on nik multimedia, Inc. got to www.nikmultimedia.com.

nik multimedia is working with Microsoft to provide the industry with much needed resources, guidance, and education in the rapid evolution of digital photography via its new website. The Microsoft Windows XP Digital Photography website brings together industry leaders that recognize the need to educate and support the educational aspects of digital photography.

"Easy-to-use functionality and better education about digital photography is what will make the digital experience easier and more powerful for everyone from consumers to professionals," says Michael Slater President and CEO of nik multimedia, Inc. "The direct functionality that Windows XP provides with over 150 digital cameras and more than 100 scanners is a big step in this direction by making it easy to view, enhance, organize, share, and print digital photographs. Regardless of a user's skill level, these are features that everyone needs."

The new Windows XP Digital Photography site is designed to provide digital photographers of all levels, from amateur to professional, with specific resources to help them be more productive, creative, and have fun with digital photography.



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nik multimedia is supporting the Windows XP Digital Photography website as a resource to further the development of digital photography through education, providing articles, lessons, and educational content to support the company's objective. nik multimedia will continue to develop and release "how to" and educational content that explains and simplifies many of the mysteries of digital photography.

About nik multimedia, Inc.

nik multimedia, Inc. is a privately-held company founded in 1995 to provide innovative software solutions for the emerging digital imaging, photographic, and graphic design markets. nik multimedia produces the award-winning nik Color Efex Pro™, nik Sharpener Pro™, and penPalette™ software, which have become the leading software plug-in products for digital photography and imaging professionals. nik multimedia, Inc. focuses on the development of a variety of applications for the photography, graphic design, pre-press/publishing, scientific imaging, and web publishing markets.

The company's products use a range of innovative, patent pending technologies that make digital imaging and photography easier and more powerful. nik multimedia software is available in English, German, French, and Japanese language versions. nik multimedia, Inc. is headquartered in San Diego, California with its European office in Hamburg, Germany.

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