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For immediate release

Alien Skin Software Releases Exposure™

Raleigh, NC (January 24, 2006)—Alien Skin Software today released Exposure, an all-new plug-in for Adobe® Photoshop® and other compatible host programs. Exposure brings the look and feel of film to digital photography. Digital photographers can now simulate current and discontinued film stocks, as well as recreate their signature look as a one-click effect. Exposure also simulates darkroom and studio effects such as push and cross processing. Moreover, saturation, light temperature, dynamic range, softness, sharpness, and the addition of realistic grain can be managed in one place.

Foremost a film simulator, Exposure is based on the detailed analysis of real world film stocks. A photographer can now quickly and easily evoke the vivid colors of Velvia®, the rich blacks of Kodachrome®, or the sensitivity of Ektachrome®. Exposure includes presets that emulate the warmth, softness, and realistic grain of dozens of real world film stocks, both color and black and white. Plus, any preset can be the starting point for a signature look, adjusted to suit a particular subject, or applied to a batch of images using Photoshop Actions.

Exposure adds realistic grain separately to the shadows, mid-tones, and highlights of an image. Unlike other digital products, Exposure does not add simple, harsh noise to an image. Instead, Exposure models the size, shape, and color of real world grain. Exposure can even mimic the pronounced grain of films such as Ilford® 3200 Delta, as well as the discontinued Ektachrome EES and GAF® 500.

Collecting color, dynamic range, softness, and grain controls in one plug-in, Exposure simplifies workflow. Photographers can now master one easy-to-use tool. Streamlined color and saturation controls warm/cool with a single slider while preserving skin tones or preventing oversaturated reds. Exposure makes gamma correction and contrast changes less intimidating by adding high level contrast, highlight and shadow controls to curves editing.

Exposure includes several, additional features that address the needs of photographers. Exposure reproduces key studio and darkroom effects such as cross processing, push processing, and glamour portrait softening. Exposure encourages non-destructive editing, allowing users to render an adjusted image as a new layer in Photoshop. Exposure's advanced preview system includes an optional, split screen preview in addition to a before/after button. Exposure pairs unlimited undo/redo with fast rendering and lets photographers zoom and pan using Photoshop style keyboard shortcuts.

Pricing and Availability: Exposure sells for an estimated street price of \$199. Registered users of other Alien Skin products receive discount pricing when ordering direct. Online delivery is available at the Alien Skin website: <http://www.alienskin.com>. Exposure is also available worldwide through stores, catalogs and resellers.

Host Requirements: Exposure is a plug-in and will require one of the following: Adobe Photoshop CS or later (including CS 2), Adobe Photoshop Elements® 3 or later, Macromedia® Fireworks® MX 2004 or later, Corel® Paint Shop Pro™ 9 or later.

System Requirements: Windows users must have at least a 2 GHz Pentium 4 processor, 256 MB RAM and Windows 2000 or Windows XP. Macintosh users must have at least a 1 GHz PowerPC G4 processor, 256 MB RAM and Mac OS X 10.3.8 or later.

Makers of award-winning plug-ins since 1994, Alien Skin Software writes and sells filters that users love.

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