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FineEye Color Solutions and Chromaticity to Merge

Chicago, IL. September 10, 2009 - Chromaticity, the leader in distribution and deployment of color management and digital imaging technologies, has signed a memorandum of terms with Silicon Valley software company FineEye Color Solutions, the maker of the ICEserver and ICEmaker software products, to facilitate the merger of the two companies. The combined entity will be called FineEye Color Solutions and will be headquartered in Grand Rapids, MI.

"We are excited about the opportunity to deliver FineEye's revolutionary new technology, ICE, to the printing industry through our 80+ graphic arts resellers," says Peder Nelson, now president of the new entity. "The merger with FineEye is the logical conclusion to Chromaticity's long-term strategy to become a manufacturer. The innovation of FineEye and the ICE technology is a perfect fit for Chromaticity's expertise in bringing world-class color solutions to market. We look forward to showcasing our exciting product offering and expanded staff at Print '09 in Chicago where we will debut the new company in booth 4443."

"Having spent the last two years developing the ICE family of products, we are eager to accelerate our market penetration through Chromaticity's industry expertise and well established distribution infrastructure," comments Steve MacDonald, FineEye's CEO (and former Adobe COO). "This merger will combine some of the finest minds in new thought for color technology and we are as excited about future product development as we are about the dynamic solutions we will showcase at Print '09."

Fine Eye's ICEserver has been attracting quite a following as the first enabling technology for the new "G7 Extreme" print specification published by the IDEAlliance. ICE – the Intelligent Color Engine – is the core technology in FineEye's product portfolio that will feature enterprise servers for web and offset lithography, digital and inkjet printing as well as desktop, plug-in and licensable technology for OEMs and Adobe CS users. ICE expands the visual appeal of print while substantially reducing its manufacturing costs – a true "win-win" for both print buyer and print provider.

When asked about the marriage and its affect on Chromaticity's recently opened inkjet paper factory, Mike DiCosola, vice president of technology, stated, "FineEye brings a core understanding of media and how it affects the print process that is found nowhere else in our industry. The ability to define a media in three-dimensional space to properly map how ink and paper interact was crucial in the initial attraction of the two companies. Chromaticity's expertise in inkjet media only strengthens this synergy and



Intelligent Color Delivered

we look to build upon that shared knowledge to provide more innovative solutions for the graphic arts market.”

The merger is conditional on negotiation, approval, and execution of definitive merger documents, and other applicable requirements of law.

More information can be obtained at www.chromaticity.com/products/iceserver/