



ICS

Integrated Color Solutions

Press Release

For Immediate Release

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CHROMiX, Inc. and ICS Announce Transfer of Profiling Business Interest

Business Combination Creates Largest, Most Comprehensive Profile Service Worldwide

Seattle, WA; February 11, 2004 – CHROMiX, Inc. and Integrated Color Solutions (ICS) announced today that they have reached an agreement for CHROMiX to assume ICS's ProfileCity custom profiling service and combine it with their highly successful ColorValet profile building service.

This combination of CHROMiX's ColorValet and ICS's ProfileCity services will make CHROMiX the largest, most comprehensive profiling service in the world. "The experienced technical specialists and product developers at CHROMiX are well equipped to support the needs of ProfileCity customers," says Dan Caldwell, Vice President of Operations at ICS. He continued, "When ICS decided to look for a partner to handle the technical services of ProfileCity, CHROMiX was the logical choice. Their parallel business model of providing cost effective profiling via a website makes them the ideal company to assume the ProfileCity business unit of ICS."

"We are pleased to welcome ProfileCity customers and extend to them our unparalleled technical support and 100% print profile guarantee for their future profiles." said Steve Upton, President and CEO of CHROMiX. "Custom profiling is a service business. With dedicated technicians and customized equipment we deliver high-quality, worry free ICC profiles to photographers, fine-art printers, and commercial printers alike."

CHROMiX has profiled such diverse media as ceramic tile, silk, cotton, credit cards, CD's and even jet airplane interiors. "Most of our profiles are for inkjets, proofing systems and presses" commented Upton "but the unusual materials keep us on our toes and gain us experience we can apply to any color challenge."

ProfileCity services are to be handled by CHROMiX starting immediately and will continue to be delivered using the same profiling technology, ensuring consistency with previous profiles.

CHROMiX, the creator of the popular ColorThink color management software, has long been a leader in the field of custom print, transmissive print, scanner and press profiles. CHROMiX has worked with companies in more than 40 countries for over five years creating the most accurate profiles possible.

ICS will remain focused on the development of the core color management technology used in ProfileCity profiling and in their flagship remote color-proofing product, Remote Director.

Remote Director is the first SWOP-Certified, monitor-based contract proofing system that applies advanced color management to verify the accuracy of every monitor and every proof. Running on commercially available hardware, Remote Director software allows multiple reviewers in dispersed locations to view, collaborate and comment on color as well as content and build a digital record of the proofing process from start to finish including legal signoff. Reviewers can collaborate in real-time or work at their own convenience, allowing photographers, agencies, clients, prepress shops and printers to communicate more effectively while accomplishing in hours what used to take days. Uniquely supporting both RGB and CMYK workflows, this flexible proofing solution can be used for proofing content, imposition, critical color and predicting press results, as well as for the final contract proof. Downloadable via the Internet, the software is easy to install, easy to use, and integrates into any proofing workflow.

About Integrated Color Solutions, Inc.

Integrated Color Solutions, Inc. is a technology leader in providing color management solutions to industries where color is critical, including the graphic arts and printing, media and entertainment, and manufacturing markets. For the achievement of its Remote Director system, ICS received a prestigious 2003 InterTech Technology Award from the Graphic Arts Technical Foundation (GATF), and was recognized with Must See 'em awards at Graph Expo 2003. For more information about ICS, please visit the ICS website at www.icscolor.com

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