



FOR IMMEDIATE RELEASE

PRESS CONTACT

Lida Marschke

The Color Management Group

117 Bernal Road #70-278

San Jose, CA 95119

lidamarschke@earthlink.net

www.colormanagementgroup.com

408.218.9494

408.224.5493 fax

CHROMiX joins the Color Management Group

San Jose, CA (March 30, 2004) – CHROMiX Inc, a Seattle-based firm providing color management products and services internationally to visual content creators across industries, joins the Color Management Group.

"We're excited to be joining the largest group of color management professionals in the nation. I know that the diversity of talent in the group makes it the winning proposition in graphics arts, photographic, and fine art markets and has the widest geographic reach available" states Steve Upton, President and founder of CHROMiX, Inc.

The Color Management Group boasts members coast to coast who are accomplished technical integrators, teachers, seminar leaders, software developers, writers, and beta testers who directly impact and shape the products available today and in the future. Their understanding of current and future technology is continually sharpened by the combined analysis of the best minds in color management. As a group, they offer an unsurpassed level of expertise in each area of color management.

"We are absolutely thrilled to have Steve Upton and CHROMiX's involvement in the group—it's a perfect fit! We know we can count on Steve and look forward to his contributions in the way of field expertise as well as providing advanced ColorThink color tools and color services to our members", comments Lida Jalali Marschke, co-founder of the Color Management Group.

CHROMiX, founded in 1998 to provide technical services and products to businesses in content-production industries, is the creator and publisher of the award-winning ColorThink, a color profile graphing and analysis package. Since the acquisition of ProfileCity, ColorValet, their profiling service, has become the largest worldwide. In addition, CHROMiX produces ProfileCentral.com, the popular online system for sharing color

profiles between service providers and their customers. Tying all this together is ColorSmarts, the combination of online technical information and newsletters and on-site technical support and training. CHROMiX has combined an excellent suite of tools and services with many years combined industry experience and are uniquely qualified to serve customers.

The Color Management Group is a growing consortium of leading independent resellers and their Silicon Valley based Distributor focusing on color management, including Alder Technology, Inc., Chromix, Inc., Color Geek, Inc., Left Dakota, Piccus 4 Color, Renaissance Photographic Imaging, Rich and Associates, LLC, and, Rods and Cones, Inc. The groups' alliance companies bring copious years of experience supporting clients across industries and direct relationships with the premier color management vendors.

For more information contact Lida Jalali Marschke at (408)218-9494.

###End###