

Press Release Arcadia PhotoPerfect

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**Arcadia Software introduces new version of its  
Photo Editing Software PhotoPerfect 2.85**

Cologne, Germany – December 18, 2007 – Arcadia Software today announced the availability of a new version of PhotoPerfect 2.85. This photo editing software combines the power of professional photo-editing tools with the simplicity of one-click image optimizations to give both professional photographers and photo enthusiasts the power to create the best possible images.

With a rich functionality and range of features - like exposure correction, selective color saturation, RAW and 16-bit TIFF editing, support of lab- and RGB color mode, color-profiles / soft proofing as well as HDR/DRI images and framing –, combined with a moderate introductory sales price of only \$59.99, PhotoPerfect is geared towards both the enthusiast and the professional photographer. With one-click optimizations the enthusiast achieves results that are so good that most pictures need no further enhancement. The professional finds advanced image enhancement functions that are usually included only in much more expensive software.

“PhotoPerfect is a sophisticated tool designed specifically for photographers,” said Ralf Hauser, CEO of Arcadia Software. “Equipped with every feature a photographer needs, the software offers a refined functionality to assist you in mastering your professional image-editing techniques, while achieving a new level of results .“

The new version includes a number of online-tutorials to make it even easier for new users to start using the software.

**System Requirements, Pricing and Availability:**

PhotoPerfect 2.85 supports Microsoft Windows 2000, XP, XP x64 and Vista. A free trial version of PhotoPerfect can be downloaded at <http://www.arcadiasoftware.com>. The suggested retail price of PhotoPerfect is \$79.99. Product fact-sheet: <http://www.arcadiasoftware.com/download/pp-factsheet.pdf>

**About Arcadia Software AG:**

Arcadia Software AG was founded in March 2007 by the former management team of one of the world’s largest outsourcing partners for the software industry. With PhotoPerfect the company offers its first product in a row of practical software tools. Arcadia Software AG is located in Cologne, Germany.

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