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**Focus on taking pictures – leave the editing to PhotoPerfect Express**

Cologne, Germany – October 30th, 2008 – Arcadia Software today announced PhotoPerfect Express. A free photo editing software with a radically new concept: the software has only a few - easy to understand buttons but under the hood there is the full power of an advanced image editor working.

„Let’s face it:“ said Ralf Hauser, CEO of Arcadia Software „who wants to manually process all the pictures of the last photo session or family gathering? People come home with hundreds of pictures and with a little post processing many of them could be significantly improved. But no one does that since they lack the skills or the time. This is about to change: PhotoPerfect Express optimizes your photos in record time in just three easy steps.“

With the intuitive, visual user interface, you'll see your photos immediately optimized with five powerful optimization algorithms. Simply select the optimization result that you like best, save it and move on to your next photo.

**Less is more**

PhotoPerfect Express' user interface is clearly structured and contains only the controls that are really necessary for the intended use. While even people new to a computer can use the software right away, there is a lot more to discover under the hood.

**System Requirements, Pricing and Availability: it's freeware**

PhotoPerfect Express supports Microsoft Windows XP and Vista. Usage of PhotoPerfect Express is free for unlimited time. Three optimization methods are completely free to use, two of the five methods are branding the results with a small watermark, which can be removed with a registered unlock key.

PhotoPerfect Express can be downloaded for free at:  
<http://www.photoperfect.com/download.html>

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 Express the company offers its second product in a row of image editing tools. Arcadia Software AG is located in Cologne, Germany.

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