



Alwan Color Expertise Signs Distribution Agreement with CMYKit for Australia and New Zealand

Lyon, February 19, 2008 - Alwan Color Expertise, a world leader in standardization and color management software, announces it has signed a distribution agreement with CMYKit. Under the terms of the agreement, effective as of February 12, 2008, CMYKit is responsible for selling and servicing the Alwan product range in Australia and New Zealand.

Jason Hall, founder of CMYKit says, "Clearly, Alwan is a fast-growing company with innovative technology. We've done an in-depth examination, and as a result CMYKit is convinced that Alwan's product portfolio, with its unique Dynamic Device Links technology, will be a pivotal and critical component for so many organizations that need simpler, yet high-quality color management in the print workflow. We are happy to add this product line to our portfolio."

Elie Khoury, president of Alwan Color Expertise, is extremely pleased to welcome CMYKit as an Alwan partner. He says, "CMYKit is a perfect partner for Alwan as they are passionate about color! And with more than eighteen years experience within the printing and photographic industries we believe they are well positioned to implement our unique technology at many of their existing and new customers. We received an increased demand to test CMYK Optimizer products from a number of large publishers and printers in Australia. Now, with a partner who can professionally support our products, we are ready to expand our business over there."

About CMYKit

We are passionate about color! And after more than eighteen years experience within the printing and photographic industries we saw the increasing need for independent and innovative color management solutions.

We have experience in pre-press, traditional print (offset, web), photographic and digital printing arenas.

For more information contact jason@CMYKit.com.au or go to www.cmykit.com.au

About Alwan CMYK Optimizer version 3

Alwan CMYK Optimizer enables design and prepress companies to quickly and accurately produce documents for problem-free printing. Printers gain the ability to control and improve the printability of jobs by optimizing separations according to the process, press and paper used. Files standardized using CMYK Optimizer generate accurate proofs that are easy to reproduce on press while facilitating optimal printability.

Alwan CMYK Optimizer v3's new press calibration option enables prepress operators to use the TVI (Tonal Value Increase) calibration method, NPDC (Neutral Print Density Curve) calibration method, or ICC based method to calibrate presses according to ISO 12647-2/3 and GRACoL specifications. This insures that output files are optimized to standardized printing presses, resulting in improved quality and shorter makeready time. Version 3 also includes new image enhancement technology, integration and full support of the latest Adobe PDF Library (v 8.0), improved color rendering and dot gain management for Pantone colors, support of the latest Ghent PDF Workgroup specifications, support of the latest ICC v4 specifications/ requirements, new HTML interface, and improved processing speed.

About Alwan Color Expertise

Alwan Color Expertise was founded in Lyon, France, in 1997 by president Elie Khoury. His vision - to demonstrate how standardizing and controlling color throughout every stage of production - has resulted in the company becoming a world leader in standardization and color management implementation. Today, Alwan provides software to key players throughout the graphic arts industry, from printers to publishers and from software developers to hardware manufacturers. Alwan Color Expertise offers a choice of four full-featured software solutions within the Alwan CMYK Optimizer product family. Each delivers specialized capabilities that enable all partners along the graphic production line to guarantee the color accuracy of their work, while ensuring optimum production further down the line. The different versions of Alwan CMYK Optimizer can seamlessly communicate with each other via a Settings file that is integrated within the software. Photographers, publishers and printers can work using the same standards, in complete security.

Alwan Color Expertise has appointed specialist distributors for each of the targeted market segments. An ever-growing number of leading pre-press manufacturers are either bundling Alwan software with their products or recommending it with their systems, such as Dalim, Gradual, PerfectProof and

most recently, Chromix and Bodoni Software. Visit www.alwancolor.com for info.

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