FOR IMMEDIATE RELEASE

Nik Multimedia, Inc. Changes Name to Nik Software, Inc. and Unveils New Corporate Identity
Company puts "Photography first™" as it reaffirms its commitment
to develop software for the digital imaging market

SAN DIEGO, CA – **February 7, 2006** – Nik Multimedia, Inc. announces today that the company has changed its name to Nik Software, Inc. effective immediately and has unveiled its new corporate identity keeping the familiar "Nik" and replacing "Multimedia" with "Software" to better represent the company's focus on software development for the digital imaging market.

"Nik Software's new name and corporate identity marks a significant milestone for the company following the 10 year anniversary of its establishment," said Michael J. Slater, Nik Software, Inc.'s President & CEO. "These changes have been made to underscore the company's dedication to developing software products and technologies for serious amateur and professional photographers involved in the fast-growing digital photography market."

When Nik Multimedia, Inc. was established in 1995 by its founder and namesake Nils Kokemohr, (Nik - the acronym for the company's founder) its product development was dedicated to a broader market of graphic arts, design, print, and digital imaging. Once established, the company grew consistently in the field of software development for digital photography. Since 1999, the company has built a solid reputation based on its award-winning photographic software products – maintaining its commitment to the rapidly growing digital photo market.

Nik Software, Inc. is the recognized worldwide leader in digital photographic filter development and produces plug-in software products for digital photography and imaging professionals including Dfine® (noise reduction for digital images), Nik Color Efex Pro™ (digital photographic filters), and Nik Sharpener Pro™ (digital image sharpening) software.

Nik Software, Inc.'s new corporate identity and logo maintains its distinctive orange and gray colors which it introduced into its corporate identity back in 2003. In addition to the name change and new corporate identity, Nik Software, Inc. has introduced its new company tagline "Photography first", which affirms the company's commitment to digital photography software and technologies as it moves forward.

About Nik Software, Inc.

Nik Software, Inc. (formerly Nik Multimedia, Inc.) is a privately-held American company that develops software solutions for the growing digital imaging and photography markets. Established in 1995, Nik Software has become the recognized leader in digital photographic filter development and produces award-winning plug-in products for digital photography and imaging professionals including Dfine®, Nik Color Efex Pro™, and Nik Sharpener Pro™ software.

The company's products use a range of innovative technologies that make digital imaging and photography easier and more powerful. Nik Software is headquartered in San Diego, California with branch offices in Germany. For more information contact Nik Software at (888) 284-4085 or visit Nik Software at www.niksoftware.com.

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