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Company Contact:
Michael Conley
VP, Marketing
512.637-7310
Mike.Conley@ImageTrendsInc.com

Image Trends, Inc.™ (ITI) Announces no charge upgrades to SensorKleen Pro™, PearlyWhites™ and ShineOff™ products

Image Trends adds camera RAW to SensorKleen Pro and sliders to PearlyWhites and ShineOff

Tampa, Florida (January 7, 2008) – Image Trends, provider of innovative digital imaging tools, today announces new versions of several products at Imaging USA. The SensorKleen Pro standalone application has been updated to support camera RAW file formats. The 'Kleen' output will be saved as .DNG files. The original camera RAW files are preserved. Both the ShineOff and PearlyWhites Plug Ins are upgraded with a new user interface that has a slider to control the amount of facial shine removal and teeth whitening respectively.

The SensorKleen Pro product allows the user to automatically erase the dust and debris in a set of Digital SLR (DSLR) camera images. These image defects are caused by artifacts on the camera sensor cover. SensorKleen Pro processes a folder or set of images, calculates the dust locations and corrects the entire set. “Adding the ability to process camera RAW file formats was a natural for this product since a majority of Pros shoot RAW,” said Dan Sullivan, president and CEO of Image Trends, Inc. “Our objective is to provide unique productivity tools and insure they provide value to the widest possible user base. Current users can update at no charge by simply clicking on the Image Trends logo within the application.”

The ShineOff Plug In automatically removes unwanted shine on skin. ShineOff automatically transforms faces and skin areas to a soft and natural looking appearance without removing luster from the lips or the sparkle from the teeth or eyes. The PearlyWhites Plug In automatically whitens and brightens teeth. Digital cameras are known to add a yellow cast to teeth. PearlyWhites may also whiten the sclera of the eye as it looks for white elements when surrounded by flesh tones. Both plug-ins can be run on individual images or recorded as a Photoshop Action and applied to a set of images in batch mode. The upgraded version 2.0 adds a slider, which allows the user to control the amount of correction. “Our customers have asked for more control over the amount of correction in PearlyWhites and ShineOff. The sliders in version 2.0 are in response to our customers’ request and improve usability.” said Dan Sullivan. Current users can upgrade at no charge to the new 2.0 version.

SensorKleen Pro, a stand alone application, is available for Windows based machines. Similar to the other Image Trends products, the Mac versions will follow as market demand dictates. The price is US\$99.95. ShineOff and the PearlyWhites Plug Ins are priced at US\$49.95 each, available in both PC and Mac. Image Trends has a try before you buy policy, individuals are encouraged to download a free trial version (it watermarks the output) from the Web site www.ImageTrendsInc.com.

About Image Trends, Inc.

Image Trends, Inc. is a select team of talented product innovators, dedicated to the continued invention and development of creative tools and products that enrich our lives through *The Science of Imaging*. ITI licenses its branded technologies through Original Equipment Manufacturers (OEMs) that provide products for the professional and consumer imaging markets. Additionally, ITI directly distributes Adobe® Photoshop® Plug-in compatible filters and stand alone image correction and enhancement applications. More information can be found on the Image Trends Web site at www.ImageTrendsInc.com.

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