

For Immediate Release

For press/analyst inquiries, contact:

Pamela Swartwood

310-896-6388, ext. 162

pams@ulead.com

**Ulead Systems Releases Customized Editions of Photo Express 4.0
to Meet Growing Demands of Digital Consumer**

*New Versions Deliver the Latest Management, Creativity and Sharing Technology
to Digital and Traditional Camera Users*

Torrance, CA – January 30, 2001 – Ulead Systems, Inc., a leading developer of image editing, video editing and web graphics software, today announced the release of Photo Express 4.0, the latest version of their consumer image editor. This new version will be distributed in three customized editions to meet the ever-growing and changing demands of digital and traditional camera users. The three customized editions are the Digital Studio Edition, My Custom Edition and My Scrapbook Edition.

Photo Express 4.0 Digital Studio Edition

Photo Express 4.0 Digital Studio Edition is targeted at the active-lifestyle consumer who has a digital camera, disposable income and time on their hands to travel, play and make life an adventure. For this user, Photo Express 4.0 Digital Studio Edition is the perfect companion to help them share their active lifestyle with family and friends.

Digital Studio Edition includes the main engine of Photo Express 4.0 for basic photo acquisition, browsing, editing and sharing functions as well as all the plug-ins that make it a complete imaging package. These plug-ins include: Printing, Special F/X, Animation, Template, Photo Decoration, Text F/X, Calendar, Web Studio, and Painting.

With more than 5,500 graphic elements, Ulead Photo Express 4.0 Digital Studio Edition gives users an unparalleled choice of creative options to share their adventures. Users can create a multitude of projects, beyond the standard greeting cards and stationary, including folding picture frames, printable gift boxes, T-shirts and computer wallpaper calendars that update automatically each month. Directly within Digital Studio Edition users can create Web pages, Web shows, or Web albums. Interactive slideshows

incorporating video, audio, and GIF animations can also be generated. Once complete, creations may be posted to the Web right from Photo Express using the users pre-set hosting site or designated URL.

Photo Express 4.0 My Custom Edition

Photo Express 4.0 My Custom Edition is designed for digital camera users who are familiar with using the Web yet need an elementary approach to photo editing. My Custom Edition starts with the main engine of Photo Express 4.0 for basic photo acquisition, browsing, editing and sharing functions. Users can download the engine for only \$2.95. After the user is familiar with the basics of photo editing, they can choose to buy various plug-ins for \$9.95 to \$14.95. Called My Plug-Ins, these additions can be installed at anytime into the main engine of Photo Express 4.0. My Plug-In choices are Printing, Special F/X, Animation, Template, Photo Decoration, Text F/X, Calendar, Web Studio, or Painting. The user can purchase and download each addition from Ulead's Web site to create a fully customizable photo editor based on usage patterns or desired imaging effects.

Photo Express 4.0 My Scrapbook Edition

Photo Express 4.0 My Scrapbook Edition is focused on the scrapbook market, a \$500 million a year industry based on traditional camera usage, according to the Hobby Industry Association. It includes the main engine of Photo Express 4.0 as well as an additional plug-in that lets users output a complete layout for 12x12 scrapbook pages, a common page format for this market. My Scrapbook Edition also includes scrapbook page templates not found in the other editions of Photo Express 4.0. These pages are customizable and can be printed as personalized background paper, title pages or clipart. Users can even output entire scrapbook pages complete with cropped, edited photos. Finally, users of My Scrapbook Edition can choose any of My Plug-ins from Ulead.com for additional functionality.

“With digital camera sales skyrocketing, more consumers than ever need a quick and effective way to manage a large variety of digital photos and our goal is to offer them tools to enhance the way they work best,” said Michael Yanez, vice president of sales and marketing for Ulead Systems, Inc. “With so many image editors in the marketplace today, tailoring Ulead Photo Express 4.0 to meet the variety of demands of the consumer is an important strategy for Ulead this year.”

All editions of Ulead Photo Express 4.0 give users the flexibility to acquire and view all digital media including images, videos and audio. New features include Batch Enhancement and Rotation, Batch Renaming and Batch Conversion for a one-pass treatment of all pictures during a digital camera

download. For scanner acquisition, Photo Express 4.0 will scan multiple pictures once, then automatically slice the scanned image into individual image files. After photos have been corrected, they can easily be categorized through the Browse Mode in any manner the user chooses. Photo Express 4.0 supports .EXF files with metadata information so users can always review the settings and conditions of when a photo was taken.

Pricing and Availability

Both the Ulead Photo Express 4.0 Digital Studio Edition and My Scrapbook Edition will be available in retail and online stores in February 2001. The Digital Studio Edition has an estimated street price of \$49.95, while My Scrapbook Edition sells for \$29.95. Owners of My Scrapbook Editions or previous versions of Photo Express may upgrade to the Digital Studio Edition for \$29.95. Ulead Photo Express 4.0 My Custom Edition will be available directly from the Ulead Web site at <http://www.ulead.com> for \$2.95 for the main engine and \$9.95 to \$14.95 for My Plugins. For more information on Photo Express and other Ulead products, visit Ulead's web site at <http://www.ulead.com>.

About Ulead Systems

Ulead Systems, Inc. develops innovative video, imaging and Web graphics applications to help users communicate their ideas effectively and creatively to audiences around the world. The company's award-winning products include Ulead® PhotoImpact®, Ulead® VideoStudio™, Ulead MediaStudio Pro™, Ulead Photo Express™, Ulead® COOL 3D™, Ulead® GIF Animator™, Ulead® Photo Explorer™, Ulead® GIF-X.Plugin™, and Ulead® COOL 360™. Ulead also supports the burgeoning Web graphics community with a cutting-edge line of WebUtilities software products that focus specifically on Web graphics and animation design. For more information on the company, its products and services, please visit Ulead's Web site at <http://www.ulead.com> or call 800-85-ULEAD (800-858-5323).

###

©2000 Ulead Systems, Inc. Ulead and the Ulead Systems logo are registered trademarks of Ulead Systems, Inc. Ulead PhotoImpact, Ulead VideoStudio, MediaStudio Pro, Photo Express, Ulead COOL 3D, Ulead GIF Animator, Ulead Photo Explorer, Ulead GIF-X.Plugin, and Ulead COOL 360 are trademarks of Ulead Systems, Inc. Homestead is a registered trademark and Homestead.com is a trademark of Homestead.com, Inc, Menlo Park, CA. All other names used herein are trademarks or registered trademarks of their respective holders.