

FOR IMMEDIATE RELEASE



12 Inch Design experiences exponential growth in business.

Company sees sharp increase in sales as product lines, customer base and reseller channel all continue rapid expansion

Phoenix, Arizona — April 21, 2005 — Amid continued rapid growth, 12 Inch Design marked the three year anniversary of its launch at NAB 2002. The company now has six product lines with 32 products, covering a broad range from general purpose animated backgrounds, to motion toolkits and video stock footage. The company's award-winning products are consistently rated as exceptional and innovative by industry experts and customers alike.

During the past three years 12 Inch Design has also developed the world's largest library of royalty free HD motion graphics, including the world's first HD Motion Graphics toolkit.

Since hiring Jeremy Wood, former Director of Sales for Digital Juice, 12 Inch Design has developed a world-wide reseller channel of more than 50 resellers and distributors, with representation on every continent around the globe.

Tony Stutterheim, President of 12 Inch Design, says "When we founded 12 Inch Design, our mission was to create quality products that professionals could really use. The incredible response from our customers, partner companies and the media indicates that our commitment to quality is paying off." Nicholas Napp, Vice President Sales and Marketing adds, "12 Inch Design is unique in the royalty free motion graphics industry because our entire product development team has many years of broadcast experience. We have a great deal of in-house production expertise and that knowledge is built in to our products."

12 Inch Design products have been used in the 2005 Grammy® awards, Screen Actors Guild Awards, national commercials and many movie trailers. Our products are used by leading companies such as Access Hollywood, Adventure Christian Church, Celluloid Heroes, Cessna Aircraft, Comcast, EWTN, Fox Television Stations, The Gallup Organization, Mighty Dots, Raytheon Technical Services, Trailer Park TV, United Airlines, United States Secret Service, University of Colorado, Warner Bros. Animation and many more

12 Inch Design Product Family

PowerBlox™: A library of general purpose toolkits for Editors. Each volume includes hundreds of motion graphics elements and other useful content. Adds versatility to any motion graphics library. Each volume contains over 250 motion design elements. Available in NTSC & PAL.

ThemeBlox™ / ThemeBlox HD: A library of precision toolkits. Each volume has a specific theme and includes 35 animated looping backgrounds and 25 animated elements. Two

volumes are currently available: Unit 01 / Hi-Tech & Medical, and Unit 02 / Sports. All volumes are available in NTSC, PAL and HD.

ProductionBlox™ / ProductionBlox HD: A library of general purpose animated backgrounds. Each volume includes 35 looping animated backgrounds with matching static left/right/lower thirds and five animated mattes. All volumes are available in NTSC, PAL and HD formats.

Post Holes™: Post Holes is a collection of royalty free stock footage clips that are pre-matted and ready-to-us in any video graphics software or non-linear editing application. The collections include full motion clips originated on High Definition video and converted to QuickTime clips ready for compositing. All you need to do is import your Post Holes clips into any compositing or editing application that supports alpha channels, like Adobe® After Effects®, and you're ready to composite your keyable footage into your timeline.

RocketClips™: A DV format stock footage library. RocketClips footage is fresh, easily manageable and all digitally sourced. Each volume in the RocketClips library contains 400 clips and four volumes are currently available. Volume 01: Stock Essentials contains a broad range of clips covering many topics from nature shots to extreme sports to people in situations. Volumes 02, 03 and 04 are themed. Volume 02: Exercise and Fitness contains a range of health and fitness related clips, Volume 03: Business People contains a variety of clips showing people in business related situations. Volume 04: Couples and Relationships features couples of all ages in various situations. All material is provided royalty free and fully model released. All clips are provided in QuickTime DV format on DVD-ROM.

LiveTypeCentral™: The world's largest library of content for LiveType, Final Cut Pro's titling application.

About 12 Inch Design

12 Inch Design creates high quality, royalty free motion graphics for video and post-production. Our products include the critically acclaimed ProductionBlox Motion Graphics library, the PowerBlox Toolkit for Editors, ThemeBlox precision toolkits and LiveTypeCentral.com, the worlds largest library of content for LiveType.

The company's founders have more than 20 years of production experience creating content for domestic and international TV networks, Fortune 500 conglomerates, international events and many other businesses. Their work has aired on ABC, CBS, Fox, NBC, WB, A&E, Discovery Channel, MTV, the BBC, Channel Four and other networks around the globe. Our award winning artists and editors have produced content for events such as the Nagano Winter Olympics and companies such as Acura, Steven Spielberg's Amblin Entertainment, DDB Needham, Hasbro Toys, MCA/Universal and Microsoft.

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