

FOR IMMEDIATE RELEASE



12 Inch Design Becomes Exclusive Distributor for Post-Holes Pre-Matted Stock Footage.

Strategic partnership with Post Holes delivers innovative video stock footage.

Phoenix, Arizona — April 18, 2005 — 12 Inch Design announced an exclusive distribution agreement with Post Holes for their entire line of pre-matted stock footage clips. Post Holes stock footage is shot in fully uncompressed HD against a green-screen. Using a proprietary production methodology, the team at Post Holes create extremely high quality mattes for each clip. The resulting video can then be composited over any background.

Tony Stutterheim, President of 12 Inch Design, says “When we first saw the Post Holes product, we thought it was extremely innovative and of very high quality. Now that our library has expanded significantly Post Holes is a great complementary product”.

Rob Powell, General Manager of Post Holes “12 Inch Design motion graphics and Post Holes clips are the perfect package. We are very excited to develop this new relationship and continue to expand our business.”

Nicholas Napp, Vice President of Sales and Marketing, adds “We will be promoting Post Holes through our entire world-wide reseller channel. The combination of Post Holes and 12 Inch Design delivers amazing flexibility, excellent quality and fantastic value”.

Post Holes products are available in standard definition and high definition, starting from \$199 per volume.

Products and Availability

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.

Five volumes are currently available, starting at \$199.

About Post Holes

Founded by a team of production veterans, Post Holes is the only company in the world to deliver quality pre-matted royalty free stock clips. Post Holes clips feature a built in alpha channel, making them easy to use in any graphics application, from NLEs to After Effects and

other post production tools. The company shoots fully uncompressed HD and maintains lossless quality throughout the production pipeline.

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.

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

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