

FOR IMMEDIATE RELEASE



12 Inch Design releases ThemeBlox, world's first High Definition Motion Graphics Toolkit.

ThemeBlox royalty free precision toolkits available in NTSC, PAL and HD

Phoenix, Arizona — April 18, 2005 — 12 Inch Design announced the launch of ThemeBlox, a new line of themed motion graphics. ThemeBlox is the world's first royalty free graphics toolkit available in HD. Also available in NTSC and PAL, ThemeBlox volumes include 35 full screen looping animated backgrounds and 25 keyable elements.

Each volume has a unique theme and is royalty free. Two volumes are currently shipping. ThemeBlox Unit 01: Hi-Tech & Medical and Unit 02: Sports.

Tony Stutterheim, President of 12 Inch Design, says "ThemeBlox toolkits meet an important need for many editors. The range of backgrounds and elements included in each volume allows anyone to create custom looking projects very quickly."

One of the first customers to use ThemeBlox was Bank One Ballpark, home of the Arizona Diamondbacks. Gary Thomas, Ballpark Video Producer/Director for the Diamondbacks says, "The quality of their work and design from the baseball backgrounds to their generic backgrounds are outstanding! Thanks to 12 Inch Design, the JumboTron show at Bank One Ballpark is next to none in creativity and entertainment!"

Nicholas Napp, Vice President of Sales and Marketing, adds "The release of ThemeBlox rounds out the 12 Inch Design product family. We now have general purpose toolkits, themed toolkits and general purpose backgrounds". Napp also noted that 12 Inch Design would continue its ongoing commitment to HD formats

Pricing and Availability

ThemeBlox Units 01 & 02 are available immediately. Individual volumes are priced at \$249 (NTSC & PAL) and \$399 (High Definition). Combo packs and bundle pricing is also available.

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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