

FOR IMMEDIATE RELEASE



12 Inch Design creates content for Apple Computer's "Afternoon With Apple" event at WEVA 2003

Apple Computer provides attendees with free motion graphics content from 12 Inch Design.

Phoenix, Arizona—August 15th, 2003—12 Inch Design is pleased to announce an agreement with Apple Computer, Inc. to provide free content to attendees of Apple events at WEVA 2003. This content will be provided on a CD-ROM and is for use with LiveType, Final Cut Pro's titling application.

Tony Stutterheim, President of 12 Inch Design, said "LiveType is an incredibly powerful titling application. We've been working with it for a number of months now and it's truly impressive." Adds Nicholas Napp, Vice President of 12 Inch Design, "This marks the beginning of the next phase in our strategic business plan. We look forward to making a number of related announcements over the coming months."

Unlike traditional ProductionBloxTM content, which is general purpose, all of the content created for WEVA was built around Wedding themes, making it ideal for use by Wedding Videographers.

The free CD-ROM will be distributed by Apple to attendees of Apple events and workshops at WEVA 2003 in Las Vegas, August 25-28, 2003.

About 12 Inch Design

Based in Phoenix, AZ, the team at 12 Inch Design has more than 20 years of production and post-production experience creating content for domestic and international TV networks, Fortune 500 conglomerates, international events and many other businesses. Our 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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