



MatchLight Enters Japanese Market: Signs Exclusive Distribution Agreement with Digiberry Corporation to Launch the Digital Alternative to Location Photography in Japan

Las Vegas, March 1, 2003 - MatchLight Software, Inc., creator of the world's largest collection of location background images and patent-pending realistic image compositing system, today announces that it will enter the Japanese software and digital image market through an exclusive distribution agreement with Digiberry Corporation.

Headquartered in Tokyo, Japan, Digiberry will have exclusive rights to distribute MatchLight Software and digital images through its well-established partner network of software resellers and image distributors. Digiberry Founder and CEO, Ryu Nowatari, former sales and marketing executive for the Japanese divisions of Gateway and PhotoDisc, will also assist MatchLight in forming strategic alliances with Japanese digital camera manufacturers and OEMs.

Says Mr. Nowatari, "The timing is right for introducing MatchLight's product in the Japanese market as advertisers in Japan are actively looking for digital imaging solutions that help reduce time-to-market and overall cost." In addition to establishing distribution relationships with top software resellers and image distributors in Japan, Mr. Nowatari also believes that "the MatchLight solution is well suited to be adapted by VARs in Japan such as large printing houses who also operate digital photo studios as they typically provide a broad range of services to the very largest companies in Japan."

It is our goal to be a global company," says MatchLight CEO and President Mark Ippolito. "Entering the Japanese market with a talented and dedicated partner like Digiberry accelerates that process and allows us to create and own the market for realistic still image compositing worldwide"

About MatchLight Software, Inc.

MatchLight Software Inc. is a privately owned company founded in 2001. MatchLight has developed a patent pending system that enables Graphic Arts professionals to produce realistic location photography without ever leaving the studio. Created expressly for advertisers, catalog marketers, apparel retailers, and professional photographers, who have a need to create realistic composite images. MatchLight owns the world's largest collection of location background images (over 25,000)-- all digitally shot, indexed, keyworded and tagged with LightMap™ information. MatchLight Software, Inc. is located at 2121 First Avenue, Suite 102, Seattle WA 98121. For more information on MatchLight, visit www.gomatchlight.com.

