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IMAGENOMIC SUPPORTS WINNERS OF *NATIONAL GEOGRAPHIC'S ALL ROADS* PHOTOGRAPHY PROGRAM WITH AWARD-WINNING SOFTWARE SUITE

Alexandria, VA. –December 1, 2008 – Imagenomic announced its' support for the 2008 All Roads Photography Program. Winners will each receive the company's award-winning Professional Suite of imaging software products including Noiseware, Portraiture, and RealGrain.

The photography program, part of the All Roads Film Project, a *National Geographic* program now in its fifth year, recognizes and supports talented international storytellers whose still photography documents their changing cultures and communities. Each year four photographers are awarded a financial prize, and their photo essays are exhibited during the All Roads Film Festival in Los Angeles, Washington, D.C. and Santa Fe, N.M. and other venues around the world. Winners also receive photographic accessories to provide the needed tools to continue their work and, through workshops, receive valuable training from world class educators to assist in their fieldwork.

“The ability of these artists to capture the essence of their cultures, neighborhoods and families with minimal imaging tools illustrates their incredible passion to share their stories with the world,” notes David McDonell, co-founder and CEO of Imagenomic. “Together with other industry sponsors, we can support these talents with all the tools they need to continue producing great images and build a budding career in photography.”

“These young photographers are creating amazing stories with nothing more than a basic camera and lens,” says Chris Rainier, world class documentary photographer and *National Geographic* Fellow. “All Roads offers them a platform to share their photographs while providing the marketing, educational, and technical tools they will need to reach the next level of success and

build a career in photography. Support from companies like Imagenomic and other corporate supporters make reaching that next level an attainable reality.”

2008 All Roads photography program awardees:

Rena Effendi (Azerbaijan,)

Effendi’s photo essay “Khinaliq Village: A Staircase to the Sky 2003-2006” explores the effects of urbanization on the ancient village of Khinaliq in Azerbaijan, a village whose unique ancient culture is being threatened by the development of a luxury ski resort.

Alejandro Chaskielberg (Argentina)

With “The High Tide: Native Islanders and the Community of the Paraná River Delta” Chaskielberg shows a new culture — with its own laws and codes, a byproduct of unemployment and immigration — that has formed in this unique estuary, with a dense forest full of water and silence.

Khaled Hasan (Bangladesh)

Hasan’s photo essay “Living Stone: A Community Losing Its Life” focuses on the area of Jaflong on the Piyain River, near the border of India and Bangladesh, whose inhabitants are struggling with the environmental, political and physical effects of the region’s stone-crushing industry.

Farzana Wahidy (Kabul, Afghanistan)

“Afghan Women” explores the enormous pressures and perils faced by the women of Wahidy’s native land, who enjoy far fewer rights today than they did 30 years ago.

About Imagenomic

Imagenomic, LLC is a privately held, independent software vendor specializing in digital imagery enhancement solutions. Using proprietary, patent-pending algorithms, the company is focused on creating high-performance software tools for retouching, noise and artifact removal, sharpening and other image correction and enhancement processes. Its award-winning products have been acclaimed by a global customer community and industry peers for their superior processing speed, picture quality and overall ease-of-use. More information on Imagenomic can be found at: <http://www.imagenomic.com>

About All Roads

The All Roads Film Festival is part of the All Roads Film Project, a *National Geographic* program created to provide an international platform for indigenous and under-represented minority-culture artists to share cultures, stories, and perspectives through the power of film and photography. In addition to providing a venue for their films, All Roads offers its filmmakers and photographers a series of networking opportunities and awards a minimum of 10 seed grants a year to support the development and production of film and video projects by or about indigenous and under-represented minority-culture communities. Seed grant recipients are considered for inclusion in the All Roads Film Festival and other *National Geographic*-affiliated broadcast outlets. The All Roads Photography Program provides photographers with seed money, cameras and photography equipment to assist with their fieldwork.

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