

MEDIA CONTACT:
Lou Desiderio
Synergy Communications
917-627-0912
lou@pr-synergy.com



Press Release

Portraiture Plug-in from Imagenomic Wins American PHOTO Editor's Choice 2007 Award for Imaging Software

ALEXANDRIA, VA, June 21, 2007. Imagenomic announced today that its' Photoshop plugin, Portraiture, received the 2007 Editor's Choice award by American PHOTO magazine in the Imaging Software category. The winners were published in the magazine's July/August print edition and [posted online](#) at www.PopPhoto.com.

Portraiture is designed for fast, accurate and natural-looking skin retouching, eliminating the tedious and time-consuming techniques of selective masking and pixel-by-pixel treatments which have been commonplace. "Healing, softening, warming, and otherwise retouching portraits in Photoshop can be arduous, especially if you have a lot to do. Imagenomic's time-saving plug-in does an excellent job of automatically smoothing and toning skin" cited the editors at American PHOTO for presenting the imaging software award to Portraiture.

"We are extremely gratified to have this recognition and endorsement by American PHOTO. Since Portraiture was introduced in November of last year, the response by the photographic community regarding the workflow benefits and retouching results achieved with Portraiture has been phenomenal," stated David McDonell, Imagenomic co-founder and CEO.

High-end wedding photographer and Canon Explorer of Light Andy Marcus has enthusiastically embraced Portraiture in his studio's workflow, stating "our studio uses the Portraiture Plug-in extensively, and we love it... more importantly, our clients LOVE it too!"

McDonell added, "winning this prestigious Editor's Choice award in 2006 for Noiseware, followed by this year's award for Portraiture, gives us great confidence that our imaging software suite addresses real needs for photographers, both pros and enthusiasts alike. We look forward to continuing this tradition next year with great new products and new feature enhancements to our current product line."

Additional information about the Portraiture plug-in and Imagenomic's other imaging software products, Noiseware and RealGrain, and companion resources, ActionBooks and ExpertFlow, are available at the company's website: www.imagenomic.com.

About Imagenomic, LLC

Imagenomic is a privately held, independent software vendor specializing in digital imagery enhancement products and solutions. Using our proprietary, patent-pending algorithms, we are focused on creating high-performance software tools for photo and skin retouching, noise reduction and artifact removal, masking and sharpening, film grain emulation and creative finishing effects. Our award-winning products have been acclaimed by our global customer community and industry peers for their superior processing speed, picture quality and overall ease-of-use. For additional information, please visit <http://www.imagenomic.com>