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FOR IMMEDIATE RELEASE

SoundPix® Named 'Best Nevada Startup' at Leading Venture Capital Conference

Incline Village, NV (October 21, 2004) — SoundPix Inc., a developer of audio-imaging software solutions for handheld and desktop computers, digital cameras, mobile phones and Web serving system environments, has been chosen as the “Best Nevada Startup” at the 4th Annual Silver & Gold Venture Capital Conference held at the Atlantis Hotel in Reno, NV on October 5-6, 2004.

The sold-out event, presented by Golden Capital Network (GCN) in association with the Sierra Angels, Nevada Center for Entrepreneurship and Technology (CET), and Nevada Commission on Economic Development, featured 28 emerging growth companies from the Life Sciences, Emerging Technologies, Software/IT and Communications Technology sectors. This year’s conference included the largest contingent of active angel and venture capital investors for any event outside Silicon Valley, notably Canaan Partners, Band of Angels, Intel capital, T-Mobile Ventures, Warburg Pincus, Draper Fischer Jurvetson, Hummer Winblad and Granite Ventures, among others.

Guy Kawasaki, noted author and founder of Garage Technology Ventures, gave the conference keynote address.

SoundPix’s claim to fame is its unique All-in-One-JPEG™ sound capture technology and products that enable users to capture images; integrate text, music and voice annotations with them; and share the resulting “sound pictures” or “soundpix” via email, conventional file sharing methods, beaming between devices, MMS or posting to the web. SoundPix technology innovatively encodes multi-media data directly into the JPEG file along with the image data, eliminating the need to manually manage, transmit and assemble multiple files upon delivery.

“Being named the “Best Nevada Startup by this elite group of VCs is a particularly satisfying honor,” said Eric Severance SoundPix’s CEO. “As much as the panelists recognized that we have the “right stuff” of a great new company, I think the panel also saw in SoundPix a scrappy and tenacious group of entrepreneurs successfully building a company the old fashioned way ... paying as you go, bootstrapping from the bottom up.”

“I have known and been watching SoundPix since early 2001, shortly after they were formed and when they first presented at one of the Golden Capital Conferences,” said Jon Gregory, president of GCN. “SoundPix is one of a handful of our alumni companies that have survived the tech wreck of the past few years and are beginning to flourish in the reviving economy. I think our VC judges

wanted to recognize this extraordinary achievement, holding SoundPix up as a prime example of how to start and grow technology companies."

SoundPix offer a suite of patent-pending software solutions which span the digital image life cycle – *capture* (SoundPix® Embedded for cameras, SoundPix® Mobile for cameraphones), *enhance* (SoundPix® Plus for PCs and Macs), *share* (SoundPix® Web for web serving environments and SoundPix® Plug-in for Internet Explorer) - and are interoperable across the full range of image capture devices (digital cameras, camera phones, smart phones), image editing platforms (desktop and handheld clients) and communications mediums (the internet and mobile phone networks).

About SoundPix

SoundPix enables users to easily and reliably enrich digital still images with sound, adding a compelling new sensory dimension to digital image creation, editing and sharing. SoundPix has developed the first audio-imaging solution that encompasses the entire image life-cycle experience: from image capture (in cameras and wireless devices), to editing on the desktop, to sharing over the Internet or wireless networks. SoundPix offers a suite of patent-pending software solutions, including; SoundPix Embedded (for capture devices), SoundPix Mobile (for camera phones, PDA's, etc.), SoundPix Plus 2.0 (desktop application), SoundPix Web (a web-server solution), and other tools for independent software vendors (ISVs) and original equipment manufacturers (OEMs). For more information on SoundPix visit www.soundpix.com or call 775-832-2220.

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