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FOR IMMEDIATE RELEASE

The BabelColor Company now offers a “pure white” target for white balancing

MONTREAL, Quebec, Canada – May 9, 2006 – The BabelColor® Company announced today the immediate availability of the *Watch your White*™ white target, a high performance accessory for digital photographers. With the increased use of digital cameras and personal high quality printers for producing pictures, photographers are now faced with the responsibility of obtaining good color balance on their own, a job which was previously done by the photo lab. Using the *Watch your White*™ target as a reference in a scene is an easy method to help reach that goal.

Ideal for use in RAW file workflows, it can help when editing digital images in any file format. While its extreme neutrality is great for white balance applications, its almost perfect reflectivity can also be used to accurately set the highlight threshold in any scene.

With a highly diffuse reflectivity of 99% (plus or minus one percent) over the visible spectrum, this target is better than most white targets sold for photographic applications and equal in performance to highly specialized white targets sold for scientific purposes. It will maintain its characteristics for all standard white illuminants.

The BabelColor *Watch your White!*™ target is available in a 30 mm diameter size; it can be worn on a wrist bracelet — currently offered as a gift with each purchase — for convenient transport and use. The target can be purchased online at www.BabelColor.com for 69.00 US\$. Quantity prices will be provided on request.

Founded in 2004, The BabelColor Company is dedicated to the development and sale of specialized color translation software and color tools. It also provides color consulting services for the professional and industrial markets.

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NOTE TO EDITORS: For additional information, visit the BabelColor Web site at www.BabelColor.com .

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