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NewBlueFX Included in the New MAGIX Movie Edit Pro Plus

LA JOLLA, CA (December 15, 2010)— Innovative video effects creator and technology developer NewBlue, Inc. announces the inclusion of select NewBlueFX plugins in the latest release of MAGIX Movie Edit Pro 17 Plus. The NewBlue collection includes a powerful set of plugins to give MAGIX users dynamic creative tools.

In delivering the collection, NewBlue worked closely with MAGIX to give its customers powerful effects features with minimal learning curve. Explains Sven Kardelke, Vice President, Product Management Video at MAGIX, "MAGIX Movie Edit Pro Plus has a long history of providing a high quality, easy to use video editing platform. NewBlueFX is a perfect complement to our video editor, their sophisticated effects are just what our customers want to create exciting films without a long learning curve. We are also pleased to be offering the NewBlue products in our latest release."

The release of MAGIX Movie Edit Pro 17 Plus marks the beginning of NewBlue's relationship with MAGIX.

"We're very excited to start this relationship with MAGIX, and work with such an innovative provider of high quality software" adds Melissa Jordan Grey, NewBlue's Chief Executive Officer."

MAGIX Movie Edit Pro 17 Plus includes following NewBlueFX plugins:

- **Diffusion** from Video Essentials III gives a soft glow or otherworldly aura to images to create a mood or look.
- **Film Look** from NewBlue Film Effects modifies color and lighting to reproduce the look of a specific film stock such as Kodachrome or 28 other looks.

- **Noise Reducer** from Video Essentials II removes unwanted noise from footage, useful with old analog video or scenes shot in low light.
- **Pixelator** from NewBlue Video Essentials replaces an oval area on the screen with large colored blocks, obscuring the underlying image.
- **Rack Focus** from Video Essentials II creates an artificial focus blur that mimics camera depth of field.
- **Spotlight** from Video Essentials III provides a versatile way to bring focus to subjects and apply finishing touches such as background blur.

MAGIX Movie Edit Pro 17 is available in North America at a suggested retail price (SRP) of \$99.99 and is also available globally in German and other languages.

To purchase MAGIX Movie Edit Pro 17, please visit <http://www.magix.com/us/movie-edit-pro/plus/>.

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About MAGIX

MAGIX is a leading international provider of high-quality software, online services and digital content for multimedia communications. Since 1993, MAGIX has developed leading technologies for creating, editing, managing and presenting photos, graphics, videos and music.

MAGIX operates internationally from branches in the USA, Canada, the UK, France, Italy, Spain and the Netherlands. The product range is targeted towards both laymen and professionals alike, going beyond the PC platform to include seamlessly integrated online and mobile applications.

According to its retail sales figures, MAGIX leads in the multimedia software sector in many important European markets, and is one of the most successful competitors in the USA. Fifteen years of market presence and over a thousand awards worldwide testify to the company's power of innovation.

For more information, please visit <http://www.magix.com/us/>.

About NewBlue, Inc.

NewBlue, Inc. develops innovative audio, video and multimedia technologies for leading companies throughout the world. Founded in early 2002, NewBlue creates and licenses a range

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of proprietary technologies— including a series of NewBlueFX video technologies, the NewBlue Audio Engine and Audiomatrix technology platform— that meet the varied multimedia needs of mid-and large-sized companies. Experienced developers, musicians, artists, and software professionals with a unique and commanding set of skills, experience and talent comprise the NewBlue team.

The company unveiled its NewBlueFX product line in 2006 to meet the needs of digital video editing enthusiasts. The NewBlueFX collection of software plug-ins includes special audio and video effects, such as audio filters, noise reduction, equalization, compression and dozens of sophisticated graphic filters and transitions. To date, the NewBlueFX line includes 5 audio-oriented plug-in collections and over 16 video-oriented effects and transitions collections for the Adobe Premiere, Apple Final Cut, Apple Final Cut Pro, Avid Liquid, Avid Media Composer, Avid Xpress Pro, Corel VideoStudio, Grass Valley EDIUS, MAGIX, Pinnacle Studio and Sony Vegas desktop video product lines, as well as AVCHD UpShift, an AVCHD conversion utility.

For further information on NewBlueFX, please see <http://www.newbluefx.com/media.html>.

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