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**BLUEFISH444 AND KULABYTE™ ANNOUNCE JOINT OEM AND SALES AGREEMENT  
TO PROVIDE ENCODING SOLUTIONS  
FOR UNCOMPRESSED HD VIDEO**

*Synergistic technologies offer superior multi-format capturing, encoding and transcoding solution for uncompressed HD/SD video*

S. Melbourne, Australia, September 6th, 2007...Bluefish444 today announced that it has entered into a joint original equipment manufacturer (OEM) and sales memorandum of understanding with KulaByte™ to embed KulaByte's faster-than-real-time TimeSlice™ technology within Bluefish444's Symmetry software, thereby creating a multi-format capturing, encoding and transcoding solution for uncompressed HD and SD video. In addition, Kulabyte will qualify and sell Bluefish444 Symmetry input/output (I/O) cards, and will also incorporate OEM versions of the Bluefish Symmetry technology into its own turnkey professional video products to be sold through resellers and integrators.

Symmetry is Bluefish444's Windows-based acquisition, review and playout solution that is bundled free with every Bluefish444 2K/HD/SD retail video card. Symmetry is utilized frequently in the broadcast graphics and 4:4:4 digital intermediate (DI) markets for multi-format uncompressed acquisition, review and playout.

Kulabyte's TimeSlice technology delivers faster than real-time encoding, noticeably improved picture quality and significant bandwidth savings. Digital media creators can encode, and distribute digital content at speeds more than 12 times faster than standard industry platforms at comparable prices.

By incorporating the KulaByte TimeSlice technology within Symmetry, Bluefish444 will offer a scaleable, faster-than-real-time uncompressed encoding and transcoding solution for formats such as DV, AVI, MPEG2, QuickTime, H.264, WMV and FLV using Bluefish444 video cards for uncompressed video I/O.

"The KulaByte TimeSlice technology is processor scaleable, which offers our customers tremendous flexibility. It enables them to build an encoding and transcoding configuration to their own requirements, knowing that the more processors they add, the more efficient their encoding will become", said Craige Mott, Managing Director of Bluefish444. "Bluefish444 differentiates itself in the market by the quality of the uncompressed video it produces, and the integration of Kulabyte's TimeSlice technology with Symmetry will enable superior quality solutions for our retail card customers."

"Bluefish444 is a leader in high end, high quality professional I/O cards. We are excited about partnering with them to help grow the market for lower-cost HD video solutions. Kulabyte's TimeSlice technology will help expand Bluefish Symmetry's functions to a more robust encoding and transcoding tool for a wide variety of codecs," said Chris Gottschalk, co-founder and chief technology officer of Kulabyte. "Bluefish444 customers can now realize faster-than-real-time encoding speeds and higher quality with live HD streaming in H.264 or VP6 for Adobe Flash Media Player 9."

Bluefish444 video cards with KulaByte TimeSlice technology is expected to be available in the 1<sup>st</sup> Quarter 2008.

Bluefish444 retail video cards and Symmetry software are available from authorised resellers worldwide. See [www.bluefish444.com](http://www.bluefish444.com) for details.

**About Kulabyte:**

Kulabyte is a leading developer of advanced video encoding optimization solutions for multi-format capturing, encoding, transcoding, and live streaming of digital video. All products incorporate Kulabyte's patent-pending multi-core TimeSlice™ technology that significantly accelerates the encoding process by multiple factors (up to 16+ times faster), increases picture quality, and reduces the required bandwidth for video file transmission. TimeSlice enables live 2-pass Variable Bit Rate (VBR) and faster-than-real-time video to be encoded at full SD and HD quality and transmitted at consumer-level broadband speeds. Kulabyte is based in San Marcos, Texas USA. For further information, please visit the company Web site at [www.kulabyte.com](http://www.kulabyte.com).

**About Bluefish444:**

Bluefish444 is a division and brand name of Bluefish Technologies Pty Ltd based in S. Melbourne, Australia. It is a leading supplier of uncompressed video cards for the Windows, Linux and Apple Macintosh operating systems. Its video cards are used by a number of OEMs specializing in broadcast and feature film solutions. By continuing to work with workstation vendors and resellers, Bluefish444 has made it easier for end-users to purchase off the shelf Windows, Linux and Apple Macintosh based editing, animation and compositing solutions making sure that the hardware is optimized for uncompressed 2K/HD/SD solutions. For more information on Bluefish444, please visit the Bluefish444 website [www.bluefish444.com](http://www.bluefish444.com)

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