



DAZ PRODUCTIONS ACQUIRES BRYCE® FROM COREL

Strategic Acquisition Extends DAZ's Commitment to Digital Artists

London, UK – 24 June 2004– DAZ Productions and Corel today announced that DAZ has acquired Bryce®, Corel's award-winning 3D landscaping and animation package.

Widely used by designers seeking to integrate 3D technology into their creative workflow, Bryce complements existing DAZ software packages and further strengthens DAZ's presence in the digital graphics market.

"Bryce is an exceptional product and we feel confident that DAZ is the right company to carry it forward," said Amish Mehta, CEO of Corel. "Given Corel's focus on its primary business lines, lead by CorelDRAW Graphics Suite, WordPerfect Office, Corel DESIGNER and Corel Painter, we needed to identify a strong partner who would preserve the investments of our Bryce customers and assure them of continued product availability, customer support and future product enhancements. With a proven track record in the 3D community and a commitment to deliver new releases of Bryce on both the Macintosh and Windows platform, DAZ is the ideal candidate to fill this role."

"We're extremely excited about this news," said Dan Farr, President of DAZ Productions. "The acquisition of Bryce fits perfectly into our vision of offering a complete digital creation suite for the mass-market. We look forward to a bright future for Bryce in conjunction with our existing software packages."

DAZ has extensive development plans for Bryce including launching new versions for both the Macintosh and Windows platforms. DAZ also plans to develop a pathway to bring existing DAZ 3D content into Bryce seamlessly. Further integration with DAZ|Studio is also scheduled for development.

"The future of Bryce will be molded directly by actively engaged community members," said Christopher Creek, Vice-President and Art Director for DAZ Productions. "DAZ works hard to listen to our customers and we feel that Bryce will be welcomed with open arms. DAZ remains committed to continuously searching for and providing what is most desired by our customers."

Working closely with online community members and key Bryce content developers, DAZ will ensure a smooth transition and continued development of the application. In addition, DAZ will assume responsibility for all Bryce customer service, providing full-time technical and sales support, as well as online discussion and technical support forums. Bryce customers interested in learning more can visit <http://bryce.daz3d.com/> or call DAZ Customer Service, at +001 801 495 1777.

About DAZ Productions

DAZ Productions, Inc. specializes in digital content creation. DAZ is known for providing high-quality 3D models at inexpensive prices. DAZ also develops software applications that support its 3d content such as DAZ|Studio, a 3d character posing and rendering application available for free to the public; and DAZ|Mimic, a lip-synching application. By using the power of modern 3D creative technologies, DAZ Productions pushes the limits of realism and versatility in the virtual world. DAZ offers advanced 3D products and sponsors brokering opportunities for talented artists giving increased exposure to their products.

About Corel

Corel provides innovative software solutions and services that help millions of customers worldwide improve their productivity. Founded in 1985, the Company is best known for its leading graphics and office productivity solutions, including CorelDRAW® and WordPerfect®. With its headquarters in Ottawa, Canada, Corel has offices around the globe. For more information, please visit www.corel.com.

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