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NEW PREPARE AND POST™ TECHNOLOGY FROM PICTUREWORKS
TECHNOLOGY, INC. REVOLUTIONIZES USE OF PHOTOS IN
INTERNET MARKETING OF REAL ESTATE

Moore Data Systems Announces Its New MLS/Xplorer™, the First MLS
Software to Integrate Advanced Imaging Technology

ANAHEIM, CA November 7, 1998—PictureWorks Technology, Inc., a leading provider of digital imaging productivity tools to the real estate industry, today introduced Prepare and Post™, a new technology that will greatly increase and enhance the use of photographs in the marketing of real estate properties on the Internet. At the same time, Moore Data Management Services announced it would be the first MLS (Multiple Listing Service) provider to integrate Prepare and Post into its own software, the new MLS/Xplorer. The two industry leaders made the joint announcement at the National Association of Realtors conference in Anaheim, California..

Moore's MLS/Xplorer with Prepare and Post is an enhanced web-based service that gives brokers and agents who belong to a Moore-served MLS the ability to market their listings to other agents more easily and effectively than ever before. Prepare and Post, which has been integrated in to MLS/Xplorer, makes it possible to post multiple views of properties on the MLS by simply dragging photos into the MLS/Xplorer web page. Prepare and Post automatically processes the images for final use by adjusting the file format, size, and resolution. The photos are immediately integrated with other MLS data. Agents who could formerly show only one view of a property can truly showcase their listing's finer points. It is quick, convenient and automatic.

“This new technology will add real value to the service we offer our MLS subscribers,” said. “MLS/Xplorer with Prepare and Post gives agents the opportunity to portray a property more realistically than ever before, easily incorporating multiple photos with each listing. We see it as a giant step forward in the marketing of properties on the Internet.”

The introduction of Prepare and Post represents an expansion of PictureWorks Technology’s focus on the real estate industry, according to President and CEO Don Strickland. “MLS/Xplorer is an outstanding tool for the increasing number of real estate professionals who actively use the Internet in their businesses,” Strickland said. “We’re excited that Moore shares our confidence in the potential of MLS/Xplorer and our technology. With advancements like this, I believe Internet marketing in the real estate industry will soar.”

Moore Data Management Services is . . .

PictureWorks was founded in 1994 when the digital imaging industry was in its infancy. Today, it supplies software for more than 50% of the world’s digital cameras and is the world’s leading provider of imaging software solutions aimed at increasing business productivity. It develops products on both the Windows and Macintosh platforms and has localized its products into 10 languages for worldwide distribution. Privately held, the Danville, California based company sells its products through OEM agreements, direct and retail distribution worldwide. For more information, visit www.pictureworks.com.