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Moore Data Management Services and PictureWorks Technology Inc., Announce Partnership to Revolutionize Use of Real Estate Photos On the Internet

ANAHEIM, Calif.--(BUSINESS WIRE)--Nov. 6, 1998--

MLS/Xplorer(TM) Is First MLS Service to Incorporate "Prepare & Post", An Advanced Imaging Technology from PictureWorks

PictureWorks Technology Inc., a leading provider of digital imaging productivity tools to the real estate industry, Friday introduced Prepare & Post(TM), a new technology that greatly simplifies the process of adding images to any Web site.

This new technology promises to increase and enhance the use of photographs in the marketing of real estate properties on the Internet.

Moore Data Management Services (Moore), a division of Moore North America Inc., jointly announced it would be the first Multiple Listing Service (MLS) provider to work with PictureWorks to develop Prepare & Post with MLS/Xplorer(TM), its secure, Internet MLS service. The two industry leaders made the joint announcement at the National Association of REALTORS(R) 1998 Annual Convention in Anaheim.

Moore's MLS/Xplorer with Prepare & Post would be 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 via the Internet more easily and effectively than ever before; Prepare & Post makes it possible to post multiple views of properties on MLS/Xplorer by simply uploading photos to MLS Web pages with drag-and-drop simplicity.

Prepare & Post automatically processes the images for final use by adjusting the file format, size and resolution. The photos are then immediately available for viewing. Agents no longer need to submit photos and then wait hours, or even days, for the images to appear on their MLS Web site. Agents who could formerly show only one view of a property can now include multiple views, showcasing their listings' finer points. It is easy, quick, convenient and automatic, and anyone can do it since it requires no special skills or software.

"This new technology can add real value to the service we offer our MLS subscribers," said Moore Data Management Services President Thomas Gregorich. "With Prepare & Post, MLS/Xplorer gives agents the opportunity to portray a property more realistically than ever before, easily incorporating multiple photos with each listing. The partnership between Moore and PictureWorks gives our subscribers access to leading edge technology."

The introduction of Prepare & Post represents an expansion of PictureWorks Technology's focus on the real estate industry, according to President and Chief Executive Officer Don Strickland. "MLS/Xplorer is an outstanding data tool for the growing number of real estate professionals who use the Internet in their businesses," Strickland said. "We're excited that Moore shares our confidence that our technology, with MLS/Xplorer, can bring real estate applications on the Internet to a new level."

Moore Data Management Services is the real estate information services division of Moore North America Inc. and the premier provider of real estate solutions for MLS, brokers, and agents across North America. Every day, more than 300 real estate boards and associations rely on Moore's broad range of technology solutions to provide them with a competitive edge. The Moore Data Management Services Internet address is www.mdms.com.

Moore Corporation Limited (TSE, ME, NYSE, MCL) helps companies communicate through print and digital technologies. Moore designs, manufactures, and delivers business communications products, services and solutions to customers. Sales in 1997 were \$2.6 billion. The Moore Internet address is www.moore.com.

PictureWorks Technology was founded in 1994 to pioneer new technologies in the emerging field of PC photography. A privately held company based in Danville, Calif., PictureWorks has quickly become the aggressive leader in mission-critical applications for digital imaging. This leadership has been most evident where growing numbers of businesses depend critically on the Internet for future growth. To meet demand for its products, PictureWorks has expanded its product portfolio and distribution in six international markets. The company's products have also expanded to include horizontal applications as well as enterprise-wide client/server solutions in "vertical" markets such as real estate, insurance and online commerce.

For more information, contact PictureWorks Technology at 800/303-5400 or visit the company at <http://www.pictureworks.com>.

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