

PIXOLOGY ANNOUNCES NEW SENIOR MANAGEMENT TEAM

Submitted by: McCann-Erickson Public Relations

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Following a £5 million capital injection from 3i and Young Associates, digital imaging software solutions provider, Pixology, has announced that Yuval Yashiv will become the company's new chief executive and also appointed a new chief financial officer and sales director.

New chief executive Yashiv, who as joint managing director was responsible for launching services with BTopenworld, Kodak and buy.com, will now take responsibility for the whole business, driving an ambitious development and expansion programme. Pixology founder, Nigel Biggs, who had led the development of all Pixology's software products will continue as managing director, focusing on the 'blue sky' development of new concepts whilst retaining overall responsibility for all software development.

Mike Keeble joins Pixology as chief financial officer. Keeble joins from Genisis.com, where he was vice president finance and has extensive experience in managing the finance function of high tech companies.

Andrea Whately is being promoted from the Pixology sales team to be sales director. Prior to joining Pixology, Whately was sales and marketing director – Europe for Scansoft responsible for marketing software products and services.

Yashiv comments: "The demand for digital imaging solutions, and therefore the technology Pixology has to offer, is exploding. Now we have secure funding, the expansion of the management team will ensure that Pixology can capitalise in the marvelous opportunities that are presenting themselves. Over the course of 2000, we recruited 22 new people into our business, built a sales and operations team and doubled the engineering team. We expect 2001 to be just as productive and I am confident that we have the right people in place to respond to the challenges facing us."

Notes to Editors:

Pixology is a software company that provides digital imaging solutions, in particular in the area of digital cameras. Pixology has been specialising in digital camera software since 1994 and is considered to be one of the leading companies in the world in digital imaging solutions. Its technology is used by several of the global photo-major companies, and by some of the stronger retail brands in Europe. Pixology's core Piccolo™ product is a state-of-the-art Image Management and Internet Printing application used by several top European retail brands; Pixology's Digital Camera Advisor product is an in-store demonstrator and content provider for digital cameras, and is used by major retail chains in the US, Europe and Australia. For more information about Pixology and its products and services, please visit our website at www.Pixology.com

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