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For Immediate Release

Extensis Ships DrawTools™ for Illustrator™ and Freehand™

Set of 17 filters for Illustrator and FreeHand includes 1st true “FreeHand Xtra”

Portland, Ore., October 16, 1995—Extensis Corporation, the leading supplier of plug-ins for Adobe PageMaker™ and XTensions for QuarkXPress,® today announced that it has begun shipping DrawTools, an integrated set of plug-ins for Adobe Illustrator and Xtras for Macromedia FreeHand.

DrawTools contains 17 powerful filters that allows Illustrator 5.5/6.0 and FreeHand 5.0/5.5 users to work more efficiently and with greater creative control. DrawTools modules include Color, Shape and Move—*DrawTools Color* (5 filters) provides Photoshop™ style control over color editing, multitone creation, one click color to grayscale conversion and does not require drawings to be converted into large resolution dependent bitmapped graphics; *DrawTools Shape* (7 filters) provides sophisticated 3-D effects without the need of a dedicated 3-D program; *DrawTools Move* (5 filters for Illustrator only) allows much greater control over object positioning and resizing in complex drawings. DrawTools also includes the first “FreeHand Savvy” Xtra. DrawTools Shape for FreeHand takes advantage of FreeHand’s API by offering functionality such as drag and drop effects, floating palettes and interactive previews. DrawTools includes both FreeHand Xtras and Illustrator plug-ins to allow users to run DrawTools in both applications.

DrawTools makes Illustrator and FreeHand more powerful—at an incredible price

“Our goal with DrawTools is to provide graphic artists more of what they want from Illustrator and FreeHand while giving them added capabilities previously available only by using non-vector based applications like Photoshop,” said Extensis founder and president Craig Barnes.

“DrawTools significantly augments the power of Illustrator and FreeHand, thereby enhancing creativity and productivity.”

DrawTools’ value is unprecedented in the additions marketplace. Developed originally as three separate products (SG Relief, Toolbox 1 and Toolbox 2) by Netherlands-based Scarlet Graphexx, Extensis acquired the publishing rights and worked with Scarlett Graphexx to significantly improve the (over) interface, documentation and functionality. Extensis then packaged all three

modules into one integrated product for a fraction of the original cost. Scarlet Graphexx and Extensis will work together on developing future versions of the product, while Extensis will maintain sole responsibility for marketing, selling and supporting DrawTools.

Review results highlight enhanced creativity, productivity and product stability

DrawTools has been used by numerous experienced designers and industry experts. “DrawTools opens the door to a new level of creative power,” said Michael Black of MGB Creative Group. “I’ve been using it daily with Illustrator in all of my design work. The Color filters allow me much greater flexibility over colors without the need for Photoshop and the huge resolution-dependent bitmapped files it creates. Now I can do the same things on my resolution-independent vector graphics directly within Illustrator. I have also found the Move filters extremely convenient when I’m designing complex illustrations. This is a must have for all Illustrator users.”

Peter Hoey, a graphic designer, said, “I really like the Shape and Color tools. They dramatically expand what you can do with vector-based illustrations. The Shape filters are indispensable when developing my illustrations, especially DrawTools Shape for FreeHand—drag and drop, interactive previews and the ability to create libraries of 3-D shapes are awesome! I have been using them daily and highly recommend them to any graphic designer.”

Pricing and availability

DrawTools is available now for Macintosh, for a list price of US \$149. For a limited time, DrawTools will have a special introductory price of \$99.95. DrawTools is available directly from Extensis at (800) 796-9798, or through MacConnection, MacWarehouse, Mac Zone, The World Wide Power Company and other major software resellers. DrawTools requires Illustrator 5.5 or later, or FreeHand 5.0 or 5.5, and Apple System 7.1 or higher software. DrawTools is PowerPC native.

Extensis Corporation, founded in 1993, develops, markets and distributes application-enhancement software for all leading graphics and page layout applications, enabling users to get more from the software they are already using. Extensis Corporation is located at 55 S.W.

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