

**Media/analyst contacts:**

Julie Karbo  
K/F Communications  
415-255-6505  
[Julie@kfcomm.com](mailto:Julie@kfcomm.com)

Jordan Sturm  
650-255-6509  
[Jordan@kfcomm.com](mailto:Jordan@kfcomm.com)

***FOR IMMEDIATE RELEASE***

**ACD SYSTEMS INTRODUCES NEW ADDITION TO PRODUCT FAMILY, REDUCES PRICES AND OFFERS BUNDLED SOFTWARE**

**ACD Systems International Inc. Announces Antivirus Software, Offers Popular Photo Products at Lower Price and Introduces Bundle Deals**

**Seattle, WA and Victoria, Canada – January 27, 2011** – ACD Systems Inc. announced today new antivirus software, acdONE Antivirus + Total Security. The new product is intended to guard the user's system, protecting valuable assets such as photos, documents and videos from e-threats such as viruses, worms, malware and spam. Along with this new product offering, ACD Systems has dramatically discounted many of their products. The company is also offering limited-time deals on product bundles, giving customers a chance to further their savings even more.

“We are committed to making high-end photo editing and management software used by professional photographers available to the avid amateur,” said Doug Vandekerkhove, Founder and CEO of ACD Systems. “These price cuts allow anyone to take advantage of the benefits of our software by offering it at a fraction of the price of other professional quality options. And when combined with our new antivirus software, we can promise increased security of the valuable assets managed by our other products.”

acdONE Antivirus + Total Security will protect all digital assets via live, virtualized, and behavior-based detection. Top features of acdONE include Active Virus Control, a virtualized browser, vulnerability scanner, and Antispam. These features protect against phishing, blocking websites supporting various scams or credit card fraud attempts. as well as file encryption, which enables users to secure confidential files in an encrypted vault. It is available at [www.acdsee.com](http://www.acdsee.com) at an introductory price of \$34.99 for one PC computer for one year, or \$39.99 for three PC computers for one year.

ACDSee Pro 5, ACD Systems' premium solution for photo editing and management, is now available at a price of \$99.99, down from the original MSRP of \$239.99, a savings of over 58%. ACDSee 14, their product targeted at sophisticated amateur photographers, is now available at a price of \$49.99, down from the MSRP of \$79.99. There are no changes to the products; they still incorporate the company's patented technology and user-focused design which have made ACDSee the product of choice for over 50 million users worldwide.

ACDSee Pro 5 and ACDSee 14 are each being offered in bundles with ACD Systems' new utility products, acdVIDEO Converter and acdONE Antivirus + Total Security. For example, ACDSee Pro 5 and acdVIDEO Converter, with a combined MSRP of \$269.98, are being offered together for a price of \$119.99. ACDSee 14 and acdVIDEO Converter, with a combined MSRP of \$109.98, are being offered for the reduced price of \$69.99. For a complete list of these limited-time special offers and bundles, please visit <http://www.acdsee.com/en/special-offers>.

Other standalone product price reductions include ACDSee Photo Editor 2008, Foto Slate 4 Photo Print Studio, as well as the acdVIDEO Converter and acdONE Antivirus + Total Security products. For a complete list of products and new discounted pricing, please visit <http://www.acdsee.com/en/products>.

### About ACD Systems

ACD Systems is the largest and most respected independent digital image editing and management provider in the world. The company was founded in 1993 in Texas by technology and imaging visionary Doug Vandekerkove. Doug foresaw the importance of the convergence of analog and digital (print, scans, video and metadata) in the 80's, revolutionizing how analog and digital information was used pre-Web applications.

ACD Systems has offices in the United States and Canada, supported by a team of global channel partners. With a product family that includes ACDSee Pro 5, ACDSee Pro Mac, ACDSee 14 photo editing and management solutions, and Canvas technical illustration software, the company serves millions of consumers, small and medium sized businesses, government agencies, educational institutions, and corporations. Customers include General Motors, Caterpillar, Boeing, the New York City Fire Department, NASA, CNN and the Royal Canadian Mounted Police. Today ACD holds seven patents and millions of ACDSee products are in use throughout the world. In fact, ACDSee products are so popular in Asia that they are second only to Louis Vuitton in product piracy.

ACD Systems can be found online at [www.acdsee.com](http://www.acdsee.com), on Twitter at @acdsee, and on Facebook at [www.facebook.com/acdsee](http://www.facebook.com/acdsee).