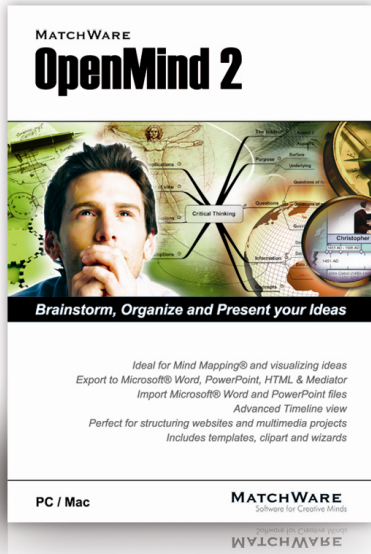


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Press Release

FOR IMMEDIATE RELEASE

MatchWare Releases OpenMind Mac Edition, The Next Generation in Mind Mapping Software

Major features include:

Timeline View, Outline View, 1500+ Image Multimedia Catalog, 80+ Mind Map Templates, easy Export to Word, PowerPoint and HTML including professionally designed templates, Word and PowerPoint Import, Spell Checker, Enhanced Text Note Editor, Full Screen Mode, Filtering and a visual, easy to use interface.

Tampa, Florida – April 7, 2008 – MatchWare Inc., a leading provider of professional brainstorming tools, is proud to announce the launch of its new OpenMind software for Macintosh operating systems. OpenMind Mac Edition is the perfect tool for creative brainstorming, project planning and collaboration, and organizing key concepts. With easy exports to Microsoft Word®, Microsoft PowerPoint®, HTML Websites and an interactive Timeline view, Mac users of any ability level can now quickly and easily create professional quality presentations.

The power of OpenMind has long been appreciated by business professionals for its ability to boost productivity, speed up project completion, and ensure that deadlines are met. With the introduction of OpenMind Mac Edition, the power of this user-friendly software is finally available to Mac users. It is now easier than ever for students and professionals in creative fields such as the arts, design, education, advertising and entertainment industries, to capture their ideas during brainstorming sessions, expand on those ideas by attaching documents, images and audio/video files and links, add interactivity, and quickly turn their inspiration into impressive finished projects.

> In addition to its visual user interface, OpenMind Mac Edition includes:

- **Timeline View:** Add dates or times to your branches and use the Timeline view to see the information displayed along a horizontal axis. Various timescales (e.g. standard, geological, historical) let you tailor the timeline to suit your needs.
- **Outline View:** Represent your Mind Map as a hierarchical list that you can expand and collapse as required. The Outline view allows easy navigation through your document from top to bottom and gives you another way to brainstorm ideas.
- **Left/Right and Top Down Views:** Display your Mind Map as a tree, oriented left to right, right to left, or top to bottom. A tree view provides a simple and intuitive way to create a family tree – you can see all entries in a single interactive display and create connections between them.

- **Multimedia Catalog:** Include images from the comprehensive Multimedia Catalog. Powered by a visual interface and search function, it contains over 1500 high quality clipart illustrations created specifically for education and business use, as well as several root shapes to choose from.
- **Microsoft Word Export:** Lay out a framework for ideas by exporting to Word, using contemporary, ready-to-use templates. Each branch or idea in your Mind Map becomes a section in your Word document.
- **PowerPoint Export:** Create a dynamic presentation by exporting to PowerPoint using a range of professional, ready-to-use templates. Each branch or idea in your Mind Map becomes a slide in your PowerPoint presentation.
- **HTML Export:** Design full HTML websites with navigation, links and videos. Each branch or idea in your Mind Map becomes a page in your website. Choose from a large selection of professional website templates and navigation styles.
- **Word Import:** Import original Microsoft Word files, or re-import a Mind Map previously exported to Word. The sections of your Word document become the branches of your Mind Map.
- **PowerPoint Import:** Import original PowerPoint files, or re-import a Mind Map previously exported to Microsoft PowerPoint. The slides of your PowerPoint presentation become the branches of your Mind Map.

For a full list of features, please visit us at

<http://www.matchware.com/en/products/openmind/productinfo/upgrade.htm#totop>

OpenMind Mac Edition is available for demo download at <http://www.matchware.com/>



Pricing and Availability

A Single User License for OpenMind Mac Edition is just \$279 USD. It is available at select Apple retail stores or directly from MatchWare. Volume and academic discounts available.



System Requirements



Mac OS X 10.4 or later

A Single User License for Mediator 9 costs just **£299.00**.

Founded in 1992, MatchWare is a leader in easy-to-use multimedia authoring tools for business and home use. The company's award-winning software packages, Mediator, OpenMind and ScreenCorder, offer highly intuitive user interfaces and powerful features at affordable prices. Headquartered in Denmark, MatchWare has subsidiaries in the UK, the USA and Germany.

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