



FOR IMMEDIATE RELEASE:

Announcing the Creation of JoeSoft, Software for the Average Joe!

Pleasanton, CA – May 1, 2007 – Prosoft Engineering, Inc., an award-winning software development company founded in 1985, today announced a new division, JoeSoft - software for the average Joe! JoeSoft's launch will coincide with the release of Klix –digital picture recovery software.

"JoeSoft is dedicated to bringing great software to the masses at reasonable prices, states Greg Brewer, CEO of JoeSoft. "When you buy a JoeSoft product you can be assured of great, award-winning software from a customer-service oriented company. We take pride in working closely with our customers to provide them with the best service and support possible."

JoeSoft...Software for the "Average Joe"

JoeSoft was founded with the goal of producing award-winning products that everyday people could use. JoeSoft is dedicated to developing great software at reasonable prices. Free technical support based in California, low cost software replacement policies and generous free upgrade periods are only some of the ways that JoeSoft sets itself apart from the other software companies.

Klix – digital picture recovery

Klix recovers digital pictures after reformat, deletion or card corruption. Klix recovers all common image formats, from any USB, FireWire, IEEE 1394 or iLINK® camera. This award-winning software works when other software fails. Klix is compatible for Mac and Windows platforms.

Availability

Klix is available to purchase online at www.JoeSoft.com for \$49.95 and at authorized partners.

JoeSoft

JoeSoft is a new division of Prosoft Engineering Inc. Prosoft Engineering, Inc. was established in 1985 specializes in creating professional quality software designed to be easily used by both novice and expert users. Prosoft started out as an engineering services company doing contract development work for Apple and most key Mac OS developers. Today, relying on mega hit products like Data Rescue, Drive Genius and Netware for Mac OS, Prosoft is a major software publisher/producer with distribution partners throughout the Americas, Europe and Asia. Prosoft Engineering, Inc. is headquartered in Pleasanton, CA. Please visit the website at www.prosoftengineering.com.

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