



FOR IMMEDIATE RELEASE:

Prosoft Acquires myStock

Pleasanton, CA - October 3, 2007 - Prosoft Engineering, Inc. and Bare Reef LLC are announcing today that Prosoft has acquired Bare Reef's myStock product for an undisclosed sum.

This acquisition will aid Prosoft in its development of a stock portfolio monitoring application for the Mac. The new product, called Stox, will be released into the main software distribution channel under Prosoft's new JoeSoft brand later this month.

"This is an exciting development for anyone who has an interest in the stock market," states Greg Brewer, CEO of Prosoft. "As our companies continue to collaborate, we are confident that all users will be getting more of what they really love about myStock. We are developing a product that has something for everyone, from the novice user to the seasoned investor."

"The success of myStock was a result of collaboration with a great community of users," states Greg Hoover, President of Bare Reef. "Stox is an exciting product with a multitude of new features and improvements that target the needs of this growing community."

Under this agreement, Prosoft will take on all future development and support for the product line and Stox will supersede all current and prior versions of myStock. All current users of myStock will be offered aggressive upgrade pricing direct from JoeSoft's web site at www.JoeSoft.com.

About Prosoft

Established in 1985, Prosoft Engineering, Inc. 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.

About JoeSoft

Established in 2007, JoeSoft is a wholly-owned subsidiary of Prosoft Engineering, Inc. dedicated to developing "Software for the Average Joe...", software that is fun to use and offers unparalleled quality and function. JoeSoft currently offers break-out software hits including Jax and Klix.

About Bare Reef

Established in 2006, Bare Reef aimed to provide a lightweight stock portfolio manager for the average investor. Through collaboration with investors of varying backgrounds, this lightweight manager quickly became what some users dubbed the best solution on the Mac. Today, Bare Reef is committed to providing the best portfolio management solution on the Mac

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