



## **FOR IMMEDIATE RELEASE:**

### Prosoft Acquires BlueChip

Pleasanton, CA - October 10, 2007 - Prosoft Engineering, Inc. and Eyenovation Multimedia LLC. announced today that Prosoft has acquired Eyenovation's BlueChip product for inclusion in upcoming products.

Similar to the acquisition of myStock last week, this acquisition will continue to aid Prosoft in its development of an entry-level stock portfolio monitoring application for Mac OS. The new product, called Stox, will be released into the main software distribution channel under Prosoft's new JoeSoft brand later this month.

"With these recently announced acquisitions, we are really gaining momentum in our development efforts", states Greg Brewer, CEO of Prosoft. "Working with partners like Eyenovation, we are developing the next generation of portfolio management software which will appeal to both the novice users and seasoned investors alike."

Under this agreement, Prosoft will take on all future development and support for the BlueChip product line and Stox will supersede all current and prior versions of BlueChip. All current users of BlueChip will be offered aggressive upgrade pricing direct from JoeSoft's web site [www.JoeSoft.com](http://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](http://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 Eyenovation**

Eyenovation Multimedia LLC is a graphic design and interactive studio founded in 2004 that specializes in creating high impact and visually dynamic design materials. Their clients include Warner Bros. Records, Red Bull, ESPN, and several other marquee companies in the action sports industry.

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