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FOR IMMEDIATE RELEASE

LEAD TECHNOLOGIES RELEASES NEW MULTIMEDIA CONVERTER

Charlotte, NC (January 23, 2001) - LEAD Technologies, Inc., a LEADing provider of imaging developer toolkits worldwide, announced today that it is releasing a new Multimedia Converter. The Converter is a stand-alone application which allows for selection and use of various codecs to create and save smaller AVI files. No extra video software is needed. The Converter can be used in conjunction with LEAD's MJPEG/MCMP codec to dramatically reduce video file size. Smaller files make it easier to share movies through e-mail, or on the web.

Features of the Multimedia Converter:

- Compress output files using different codecs to reduce file size
- Allows you to create files from any DirectShow capture device
- Easy to use, intuitive point-and-click interface
- Allows you to interrupt the capture/conversion process at any time and see partial results
- Quickly view the result by pressing the "Play" button

The LEAD Multimedia Converter can be downloaded for free from LEAD Technologies' website at <http://www.leadtools.com/video-codec.htm>.

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About LEAD Technologies, Inc.

Founded in 1990, LEAD grew out of years of research headed by Moe Daher to find a comprehensive compression standard for digital images. LEAD is now the world-leading supplier of imaging development toolkits, providing technology of the future, today. LEAD brings to the market the most innovative and technically superior products that provide the greatest possible value for its customers. LEAD's award winning imaging technology is chosen by Microsoft, Hewlett Packard, Intel, Boeing, Xerox and thousands of other companies for use in their high volume applications and internal systems.