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FOR IMMEDIATE RELEASE

**LEAD Receives Visual Studio Magazine Readers Choice Award
2010 Marks Fourteenth Year LEAD is Recognized as Readers Choice Award Recipient**

Charlotte, NC (November 1, 2010) - LEAD Technologies is pleased to announce that the LEADTOOLS Imaging Pro and LEADTOOLS Mobile Imaging SDKs are the 2010 Visual Studio Magazine Readers Choice Award winners, and LEADTOOLS Document Imaging SDK is 2010 Visual Studio Magazine Readers Merit Award winner. These awards, chosen by Visual Studio Magazine's readers, honor excellent software in specific categories.

LEAD was awarded the Readers Choice Award in the Imaging, Image Processing, & Drawing Components category for the LEADTOOLS Imaging Pro SDK. LEADTOOLS Imaging Pro puts powerful color imaging technology at the fingertips of developers, reducing development time and cost. Features include load, save, conversion of over 150 image formats, image display, compression, processing, TWAIN scanning, color conversion, special effects, printing, Internet/intranet imaging, screen capture and much more. This is LEAD's fourteenth year of being honored as a Readers Choice recipient.

Dominating the Imaging, Image Processing, & Drawing Components category by taking two of the three possible awards, LEAD was also awarded the Readers Merit Award for the LEADTOOLS Document Imaging SDK. With LEADTOOLS Document Imaging, developers can quickly implement robust and scalable solutions requiring advanced bitonal imaging and color imaging technology. Features include load, save, conversion of over 150 image formats, image annotation, enhanced performance for bitonal image processing and display, specialized storage and compression options including MRC and JBIG, and high-speed TWAIN scanning.

In the Mobility Tools and Frameworks category, LEAD was awarded the Readers Choice Award for LEADTOOLS Mobile Imaging SDK. LEADTOOLS Mobile Imaging is an imaging SDK for the Microsoft .NET Compact Framework. Developers have access to LEADTOOLS imaging functionality for applications designed to run on devices such as personal digital assistants (PDAs) and mobile phones.

Michael Desmond, Visual Studio Magazine editor in chief and editorial director of the developer media group at 1105 Media, said, "The Readers Choice Awards are based on the hard-won expertise and insight of *Visual Studio Magazine* subscribers. Every year, we invite a select subset of readers to fill out survey ballots and identify the top products across specific tooling categories. The process eliminates ballot stuffing and ensures that the Awards reflect the opinion of *VSM* readers, who are among the most demanding and knowledgeable developers on the planet."

About LEAD Technologies

Since 1990, LEAD Technologies, Inc. is the global leader in the imaging developer toolkit market, providing programmers with feature-rich tools to "image-enable" their software applications. LEAD Technologies pioneered the fastest software-only image compression and continues to lead the field in advancing new imaging technologies and offering those technologies to programmers worldwide.

About Visual Studio Magazine

Visual Studio Magazine is the world's leading independent Microsoft development magazine. It serves the enterprise development reader—software architects, senior developers and development managers. Each issue includes practical, proven, unbiased how-to articles readers can put to use immediately. The monthly publication reaches 85,000 subscribers. For more information, visit <http://visualstudiomagazine.com>.

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