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FOR IMMEDIATE RELEASE

LEAD Technologies Releases New Vorbis Audio Codec

Charlotte, NC (April 5, 2004) - LEAD Technologies, Inc., a LEADing provider of imaging developer toolkits worldwide, announced today that it is releasing a new audio codec (Codec = COder-DECoder). The LEAD Vorbis Audio Codec is a DirectShow® filter for compressing and decompressing audio data using the Vorbis compression algorithm. Vorbis is an audio compression method used to store digital music or any audio data. The compressed audio data can be stored inside AVI or Ogg files.

Compared to MP3 compressed audio files, Vorbis based compression produces audio files that maintain a higher sound quality and/or a smaller compressed size, depending on the needs of the user. For example, the user has the option of keeping their digital music collection at the same sound quality level as MP3, but with significantly less disk space. A user can also commit the same amount of storage (disk space) as their MP3 based files, and their digital music will have higher quality sound.



The LEAD Vorbis Audio Codec can be downloaded free from LEAD Technologies' website at <http://www.leadtools.com/sdk/multimedia/vorbis.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.