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FOR IMMEDIATE RELEASE**LEAD Receives Visual Studio Magazine Readers Choice Award
2009 Marks Thirteenth Year LEAD is Recognized as Readers Choice Award Recipient**

Charlotte, NC (August 1, 2009) - LEAD Technologies is pleased to announce that the LEADTOOLS Imaging Pro SDK is the 2009 Visual Studio Magazine Readers Choice Award winner, and LEADTOOLS Document Imaging and LEADTOOLS Mobile Imaging SDKs are 2009 Visual Studio Magazine Readers Merit Award winners. 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 and Graphics 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 thirteenth year of being honored as a Readers Choice recipient.

Dominating the Imaging and Graphics 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 Merit Award for the 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, "When it comes to judging the value and capability of developer tools, you won't find a savvier audience than Visual Studio Magazine readers. These are committed developers -- demanding professionals who work with code every day and have a deep appreciation for the tools they rely on.

"This isn't a popularity contest," Desmond continued. "A product that earns a VSM Readers' Choice Award has earned the respect and loyalty, over time, of VSM readers, some of the most demanding users on the planet. I commend all the Readers' Choice Award winners. Visual Studio Magazine readers have put your product on top."

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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