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For Immediate Release

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Vertigo Delivers Addition to Windows Product

Vertigo 3D HotTEXT offers digital designers a simple way to create 3D effects

Vancouver, BC – (20 November 1997) — Vertigo Technology Inc. announced today their product line has expanded to include the Windows 95® and Windows NT® versions of Vertigo 3D HotTEXT®, their popular 3D text creation tool for Adobe® Photoshop®, the leading professional digital image editing application.

Vertigo 3D HotTEXT enables graphic designers to create high quality 3D text within their favorite desktop publishing application. Users can create 3D text and paths, apply textures and add customized lighting effects without having to leave the Adobe Photoshop environment.

“Vertigo is meeting the growing demand for Windows-based graphic software by developing products specifically for these users. We have developed a family of 3D products that enable content creators to enhance their print and web-based designs, quickly and easily,” said James D. Stewart, President & CEO of Vertigo Technology Inc.

Graphic designers developing digital content are applauding the launch of this new product. “I use Vertigo 3D HotTEXT to create eye-catching 3D text for websites and compelling type for print collaterals. It’s exciting to finally have a Windows-based product that is both easy to use and works within Photoshop,” said beta tester Hiro Fukumoto, web designer at Profile Studios.

Pricing & Availability

Vertigo 3D HotTEXT for Windows 95 and Windows NT is available for an estimated street price of \$149 (US) from major software resellers such as Adobe Plug-In Source, PC Zone, PC Mall, Publisher’s Toolbox or direct from Vertigo at **1-888-4-VERTIGO** or www.vertigo3d.com, where free try-out versions are also available for download.

Vancouver-based Vertigo is a world-leading developer of high performance 3D software for the Windows, Power Macintosh and Silicon Graphics platforms. Vertigo’s suite of products - Vertigo 3D Dizzy, Vertigo 3D Words and Vertigo 3D HotTEXT - is used by creative professionals in the new media, film, entertainment, broadcast, content and animation industries. Vertigo’s customers include Time Warner Interactive, Walt Disney Studios, MTV, BBC, Electronic Arts and CNN.

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