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The World's Most Creative Music Solution
for Visual Media

New Final Cut Pro[®] Music Plug-In Unveiled by SmartSound[®]

Sonicfire[®] Pro plug-in provides seamless integration with Final Cut Pro for music soundtrack creation; See it for the first time at NAB 2009.

NORTHRIDGE, CA - April 14, 2009 - SmartSound Software, Inc., the leading innovator of creative music solutions for the video industry, announces the launch of a new plug-in for Apple's Emmy award-winning editing software, Final Cut Pro. SmartSound's groundbreaking new plug-in seamlessly integrates its flagship product, SmartSound Sonicfire Pro 5, with Final Cut Pro to automatically edit and deliver customized music soundtracks.

SmartSound Sonicfire Pro 5 is a comprehensive music solution offering all media creators innovative features such as Mood Mapping[®] and Timing Control[™] which work with the world's largest collection of customizable music. Now integrated with Final Cut Pro, these features enable impressive creative control over a variety of dynamic music elements allowing the creative user to make far better music soundtracks than they can with any other prerecorded music.

With the release of SmartSound's new Final Cut Pro plug-in, editors will be able to set markers or in/out points in their video sequence and use the Sonicfire Pro 5 "Send To" button to automatically deliver custom-fit music tracks within any of their markers. Once a SmartSound music track is in Final Cut Pro, the "Open in Editor" command will allow full roundtrip editing of the track. Editors can use Sonicfire Pro 5 to resize the music or use Mood Mapping and Timing Control features to adjust the timing of the music to their

markers and even change individual instrument levels before sending the changes back to Final Cut Pro for immediate review, all with a few clicks of the mouse.

"I've been using SmartSound since 1997 and have always been impressed with its flexibility. This new plug-in, with its ability to read markers and send perfectly edited music right into a Final Cut Pro project, is just astounding. It saves a huge amount of time, which makes creating a customized soundtrack a piece of cake. Even better, its affordable and really cool," explains Larry Jordan, world-renowned Final Cut Pro expert.

Included for no extra charge with every Final Cut Pro plug-in purchase is an exclusive music album, composed and produced specifically for the creative and innovative marketplace of Final Cut users. Unlike traditional library music, "A New Era" (a \$99.95 value) features a diverse collection of customizable music from top indie musicians and soundtrack composers. Tim Fagan, who has collaborated with John Mayer and toured with Colbie Caillat, explained the significance, "SmartSound has opened the door for independent artists like myself to get music licensed directly to their huge base of creative professionals." With the release of "A New Era," SmartSound once again continues to build on its reputation of providing innovative music solutions for visual creators.

Beginning April 20th, 2009, SmartSound's Final Cut Pro plug-in can be purchased for \$249 at www.smartsound.com. Current customers may upgrade for as low as \$49.95. For a limited time, each purchase will include SmartSound's exclusive music album, "A New Era" (\$99.95 value) free of charge. The plug-in works with Final Cut Pro 6.0.2 or later. For more information visit: <http://www.smartsound.com/finalcutpro>. SmartSound will be providing live demonstrations of the Final Cut Pro plug-in at the NAB Show in Las Vegas from April 20th to 23rd in booth SL7613.

About SmartSound Software, Inc.

SmartSound Software, Inc. is the world's leading provider of customizable music and music soundtrack solutions for visual content creators. The company has been at the forefront of technological innovations in the industry, such as the award-winning Timing Control™ and Mood Mapping® features in SmartSound Sonicfire® Pro. SmartSound

technology is available for Windows XP/Vista and Macintosh OSX 10.4 or higher, including PowerPCs and Intel Macs. SmartSound products include: the Sonicfire Pro (with Final Cut Pro plug-in) and Quicktracks[®] for Adobe Premiere[®] Pro / Elements software and the Strata[®], Film Score, Producer, Edge, Audio Palette, Sound Palette, and Movie Music collections of music and sound effects. The company is headquartered in Northridge, CA, and can be reached by phone at 818-920-9122, by fax at 818-920-9152 or on the Web at www.smartsound.com.

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