



FOR IMMEDIATE RELEASE

Contact:
Allison Plant
Communications Director
858/551-5145
allison@newblueinc.com

MixMeister Technology Selects NewBlue as Technology Partner
Company to Leverage NewBlue Expertise for the MP3 Software Market

Music and Technology Editors

LA JOLLA, CA (August 1, 2002) – NewBlue, Inc., developer of innovative audio, video and multimedia technologies for leading worldwide companies, announced today that MixMeister Technology, LLC, has chosen the company to serve as its primary technology business strategist. NewBlue will assist MixMeister Technology in identifying appropriate markets and realizing the financial potential of its line of MP3 mixing software for novice and professional DJs.

“MixMeister Technology’s line of MixMeister DJ software represents a best-in-class opportunity. Our goal at NewBlue is to exploit our experience in the music software industry to bring new markets and customers to this great product line,” explains Todor Fay, NewBlue co-founder.

Adds Aaron Higgins, Chief MixMeister, “The people behind NewBlue have a track record second to none. Their reputation for developing and successfully publishing music software led us straight to their door. We’re pleased to be joining forces and expect nothing but great results.”

MixMeister software has been acclaimed by industry sources, such as Remix and Mobile Beat magazines, and was awarded a coveted 5-Star Rating from ZDNet. For more information of this line of MP3 mixing software, see www.mixmeister.com.

About NewBlue

NewBlue, Inc., privately-held by former Microsofties and industry-recognized software entrepreneurs, develops innovative audio, video and multimedia technologies for leading companies throughout the world.

The NewBlue team comprises experienced developers, musicians, artists, and software professionals with a unique and commanding set of skills, experience and talent. This collaborative range of talent and skill produces innovative and powerfully functional technology for the audio, video, multimedia and gaming communities

-MORE-

7514 Girard Avenue • Suite 1 – 314 • La Jolla, CA 92037
t: 858/551 5145 • f: 858/777 3376
www.newblueinc.com

Founded in early 2002. NewBlue is developing a range of proprietary technologies that will meet the varied multimedia needs of mid-and large-sized companies. In addition, NewBlue offers consulting services on a range of multimedia projects.

NewBlue also:

- Creates audio/music technologies for licensing.
- Publishes products.
- Licenses and customizes products for OEM distribution.
- Provides custom software development for a variety of companies.

About MixMeister

MixMeister Technology LLC is the leading provider of software for professional DJs and music enthusiasts who want to mix their music with professional-sounding blends, beat mixes, fades, volume adjustments and effects. The company, based in Seattle, Wash., is led by an executive team with real-world experience in DJing, digital signal processing and software development. For more information, please visit www.mixmeister.com.

#

NewBlue, Inc.
7514 Girard Avenue
Suite 1-314
La Jolla, CA 92037
858.551.5145
858.777.3316 fax
www.newblueinc.com