

Pixologic's ZBrush 2 receives the eighth annual Game Developer Magazine's "2005 Front Line Award" for Excellence and Innovation recognizing the year's best in tools for game development.

Los Angeles, CA, January 9, 2006 – Pixologic, Inc. today announced that ZBrush 2 received its second Game Developers Magazine annual Front Line Award for Excellence and Innovation in Tools for Game Development. ZBrush 1.5 was awarded the Game Developers sixth annual Front Line Award in 2003.

In March of 2004, Pixologic released ZBrush 2 with advanced subdivision modeling tools and texturing capabilities. ZBrush 2 established digital sculpting as a major tool for studio's everywhere.

In June of 2005, Geoff Campbell, ILM Senior Digital Model Supervisor, said, "ZBrush has initiated a renaissance in Sculpture. It's the first and only sculpting software that gives the artist total freedom to work creatively without the constraints of conventional modeling packages. It also eliminates the need to work with physically based maquettes because it is, in effect, better than clay, more intuitive to use, and far more productive."

In the fall of 2005 Pixologic increased its range of tools for game artists by releasing a series of plug-ins. The first plug-in released was Displacement Exporter, ZBrush's plug-in for exporting

displacement maps in several different formats and bit depths. Then ZAppLink was released; a plug-in to directly connect ZBrush to Photoshop and other graphics programs that enhance ZBrush's texturing capabilities. Finally ZMapper, a powerful normal map generator, that is easy to use and extensively configurable for any game engine need, was released in December 05.

Hilary McVicker of Game Developers says, "Companies like yours are, with game developers, advancing the state of the art of games. Every year, the best of the game industry's development tools mirror the evolution of the game industry itself."

ZBrush stood in line with companies such as Alias © and Discreet © to win the Front Line Award for Excellence and Innovation in Tools for Game Development.

"We are very happy to be recognized by Game Developer magazine for our contributions to game artist's tools. With the release of ZMapper, the new normal map generator which simplifies the process for creating sophisticated normal maps, we are looking forward to building more and more tools that will help the game artist spend more time doing what they love doing, making games!" says Jaime Labelle, General Manager of Pixologic.

Pricing and Availability

ZBrush retails for \$489.00 and can be purchased and downloaded online at <http://pixologic.com/order/purchaseselect.html> Pixologic e-store. ZBrush is also available from Pixologic authorized resellers for both Windows and Mac platform. The ZBrush2 Demo can be downloaded from the Pixologic website by visiting the Download page.

About ZBrush

ZBrush is an integrated modeling, texturing and illustration environment. ZBrush's innovative set of real-time sculpting, texturing, and deformation tools is used in major film studios and game companies worldwide. Its instant feedback and real-time response makes it the most natural feeling digital sculpting tool available today. As a stand-alone application, ZBrush offers tremendous flexibility and appeals to a wide audience.

About Pixologic Inc.

Founded in 1997, Pixologic Incorporated – www.pixologic.com develops and markets innovative software products for digital artists. The privately funded company is based in Los Angeles, California, with Research and Development located in Silicon Valley.

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