



FOR IMMEDIATE RELEASE:

JoeSoft Ships Jax

Pleasanton, CA – June 26, 2007 – JoeSoft, a new software development company founded with the goal of producing award-winning products that everyday people can use, today announce the official release of Jax – real life meets digital life.

“Jax is a software plug-in for iTunes® that opens your iTunes, iPod®, AppleTV® and iPhone® up to a whole new universe of possibilities,” states Greg Brewer, CEO of JoeSoft. “The best part about Jax is that it is customizable and its features can change to match your personality and needs. We’re very excited about the release of Jax. Since previewing it at Macworld San Francisco 2007, we’ve received a great deal of interest in Jax,” states Mr. Brewer.

Jax - real life meets digital life

“Got an iPod? Use iTunes?” Then Jax has something for you! Load YouTube® videos into iTunes and watch them on your iPod video or AppleTV... Use Music Map to find a ton of cool info about your favorite artists. Jax will find all your album art and even let you choose from international album covers or drag and drop your own image to create custom album covers. Jax also adds a bunch of new visualizers. Want to find and add the lyrics to your favorite songs? Jax makes that easy too!

Control Your Life

Point-to-point directions, current weather forecasts, your favorite stock quotes, movie listings, local gas prices, local news from your favorite news readers, all your latest emails and any of your favorite documents can be loaded easily into your iPod with Jax. You can also download YouTube and QuickTime movies, directly to your video iPod or AppleTV.

Control Your Future

This is just the beginning... Jax is upgradable with its plug and play feature set. Dozens of new Jaks are on the way and most will be available as free downloads right from our website.

Availability

Jax is available to purchase online at www.JoeSoft.com for \$49.95 and at authorized partners.

JoeSoft

JoeSoft is a new division of Prosoft Engineering Inc. Prosoft Engineering, Inc. was established in 1985 specializes in creating professional quality software designed to be easily used by both novice and expert users. Prosoft started out as an engineering services company doing contract development work for Apple and most key Mac OS developers. Today, relying on mega-hit products like Data Rescue, Drive Genius and Netware for Mac OS, Prosoft is a major software publisher/producer with distribution partners throughout the Americas, Europe and Asia. Prosoft Engineering, Inc. is headquartered in Pleasanton, CA. Please visit the website at: [ww.JoeSoft.com](http://www.JoeSoft.com).

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