



X-Rite Photo Marketing | 8 Westchester Plaza, Elmsford, NY 10523 | T 914.347.3300 F 914.347.3309 | info@XRitePhoto.com | XRitePhoto.com

FOR IMMEDIATE RELEASE

X-Rite's i1Display Pro Wins 2012 Hot One Award

Professional color calibration solution selected in the Color Management Product category

Elmsford, NY – January 9, 2012 – [X-Rite Photo Marketing](http://www.XRitePhoto.com) announces today that the [i1Display Pro](#) has received a 2012 Hot One Award from *Professional Photographer* magazine.

“It’s an honor to receive a 2012 Hot One Award from the editors of *Professional Photographer* magazine,” said Mark Rezzonico, vice president, X-Rite Photo Marketing. “Being recognized for our latest addition to X-Rite’s color management solutions substantiates our goal to bring professional photographers the best products for their imaging workflow.”

About the i1Display Pro

The award-winning X-Rite i1Display Pro is an all-new technologically advanced hardware and software solution for color calibration and profiling of displays, laptops and projectors. The i1Display Pro is the ultimate choice for discerning photographers, designers or any imaging professionals looking for the highest on screen color accuracy. i1Display Pro offers power users ‘Advanced’ user-defined settings and in-depth quality assurance tools for precise color control, as well as predefined ‘Basic’ settings to provide them with the perfect balance of speed and options to suit their individual workflow and changing needs.

About X-Rite

X-Rite, Incorporated (NASDAQ:XRIT) is the global leader in color science and technology. The company, which now includes color industry leader Pantone LLC, develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services. X-Rite's expertise in inspiring, selecting, measuring, formulating, communicating and matching color helps users get color right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. For further information, please visit www.xrite.com.

For more information regarding this program, visit www.XritePhoto.com. For X-Rite corporate information visit www.xrite.com.

The X-Rite [i1Display Pro](#) is distributed by Elmsford, NY-based MAC Group www.MACgroupUS.com.

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Contact:

Mark Rezzonico
X-Rite Photo Marketing
914.347.3300
MarkR@MACgroupUS.com

Steve Rosenbaum/Leigh Nofi
S.I.R. Marketing Communications, Inc.
631.757.5665
sir@sironline.com / leighnofi@sironline.com