

PRESS RELEASE



Circus Ponies Unveils NoteBook 3.0

Includes Diagramming, Sketching, Handwriting Recognition, Spreadsheet-like Tables

MACWORLD SAN FRANCISCO, January 15, 2008 - Circus Ponies Software, Inc. today introduced NoteBook 3.0, a groundbreaking update to its award-winning application that helps Mac users clear the clutter. NoteBook 3.0 brings diagramming to its electronic notebook pages, allowing users to construct flow charts, tree graphs, and anything else made up of lines and shapes. The new NoteBook also supports sketching, and incorporates handwriting recognition, making it the perfect tool for capturing notes in meetings and lectures.

With its new table support, NoteBook 3.0 makes it easier than ever to work with tabular data within Notebook pages. NoteBook tables accept spreadsheet-like equations, enabling users to bring their tables to life with calculations. For power users, NoteBook now offers simultaneous viewing of pages from within the same NoteBook document.

"NoteBook 3.0 combines note taking, outlining, sticky notes, to do management, and diagramming, for a fraction of the cost of buying each of those apps separately," said Jayson Adams, Circus Ponies' president. "With its unprecedented level of feature integration, it's the most incredible version of NoteBook we've ever made."

Pricing and Availability

NoteBook 3.0 will be available in the second quarter of 2008, for a suggested retail price of \$69.95. Registered owners can upgrade to NoteBook 3.0 for \$19.95. NoteBook 2.1 purchases between 1/15/08 and NoteBook 3.0's release date will include a free upgrade to 3.0. NoteBook 3.0 requires OS X 10.3.9 or higher.

About NoteBook

Circus Ponies NoteBook is the revolutionary award-winning application that helps Mac OS X users get organized. With its intuitive notebook interface, versatile content handling, and powerful searching and sharing capabilities, NoteBook has become the tool of choice for clipping e-mails and web pages; taking notes; managing to do lists and projects; writing papers, books, and novels; getting organized for school; building electronic notebooks for trial; managing film and TV shoots; and more.

About Circus Ponies

Circus Ponies Software was founded in 2003 to create best-of-breed applications that surprise and delight users with their beauty and usefulness. To that end, the company produces software exclusively for Mac OS X. The company is headquartered in Santa Monica, California.

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