

PRESS RELEASE



Circus Ponies Ships NoteBook 3.0

Includes Diagramming, Sketching, Handwriting Recognition, Easy PDF Mark-up

SANTA MONICA, September 22, 2008 - Circus Ponies Software, Inc. today began shipping Notebook 3.0, the groundbreaking update to its award-winning application that helps Mac users get organized. NoteBook 3.0 brings diagramming and sketching to its electronic notebook pages, for capturing thoughts and ideas when words won't suffice. The new PDF annotation features let students add class notes and lecture slides directly to their Notebooks, and then mark them up with sketches, diagrams and text. And with handwriting recognition and anywhere placement of text notes on a page, NoteBook 3.0 makes it even easier for switchers to leave behind Windows and OneNote.

"NoteBook is the most-popular note organizer for the Mac, and with 3.0 we've made it even better," said Jayson Adams, Circus Ponies' president. "Now Mac users don't have to spend hundreds of dollars on separate outlining, diagramming, and to do list programs — NoteBook does it all, at a fraction of the price."

Pricing & Availability

NoteBook 3.0 is available now from the Circus Ponies website, with a suggested retail price of \$49.95, \$29.95 for academic users, and \$99.95 for a 3-user "family pack." Registered owners can upgrade to NoteBook 3.0 for \$19.95 until October 31, 2008. After October 31, the upgrade price increases to \$29.95. Purchasers of NoteBook 2 between 1/1/08 and 10/31/08 can upgrade to 3.0 for free. Details are available from the Circus Ponies website—www.circusponies.com. NoteBook 3.0 is a Universal application and requires OS X 10.4.11 or higher. NoteBook 3.0 will also add localizations for major language markets over the coming months.

Competitive Upgrade

For the next 30 days, OmniOutliner owners can upgrade to NoteBook 3.0 for just \$29.95. Details are available from the Circus Ponies website—www.circusponies.com.

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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