

FOR IMMEDIATE RELEASE

Crutchfield.com Enriches User Experience with LiquidPixels' LiquiFire

Speed and Flexibility Drive New Features for Retail Legend

CHARLOTTESVILLE, VA, AND ROCHESTER, NY – June 11, 2008 – LiquidPixels, Inc. and Crutchfield Corporation are pleased to announce Crutchfield's adoption of LiquidPixels' LiquiFire – a revolutionary technology that is enabling new strategies to expand Crutchfield.com's reputation as a leader in Internet retail. Speed of implementation, effortless integration with other tools and scalability were the primary drivers in the selection of LiquidPixels' dynamic imaging solutions.

“Our technical team is a distinct competitive advantage for us,” said John Haydock, senior vice president of marketing and creative at Crutchfield. “Not only have they recognized a better than 50% increase in productivity with LiquiFire, they are adding features to the Web site that we couldn't even consider before. One strategy has already delivered a significant increase in conversion from casual sightseer to customer.”

Crutchfield, which introduced the highly regarded Crutchfield catalog in 1974, complements its expertise in car and home entertainment products with an extensive, award-winning Internet presence. In addition to the image-rich shopping experience that promotes the 7,000 products available on Crutchfield.com, CrutchfieldAdvisor.com is an all-information Web site that serves as a single comprehensive source about consumer electronics. In the past, Crutchfield stored 8-9 image sizes for every photo on the two sites. With LiquiFire, a single image is dynamically scaled to the exact dimension needed, increasing design flexibility and eliminating manual image manipulation.

“Rapid implementation is key in the world of dynamic imaging,” said Steve Kristy, CEO of LiquidPixels. “With sites as large as Crutchfield's – having tens of thousands of images – it's easiest to add functionality incrementally. The Crutchfield team began adding new pages and text overlays on their first day and quickly scaled up the rest of this large, dynamic site. Their rapid grasp of LiquiFire's capabilities propelled them from basics to innovative applications for the technology in no time. It's a pleasure to watch industry experts leverage LiquidPixels' LiquiFire portfolio of products to such advantage.”

About LiquidPixels, Inc.

LiquidPixels is the leading supplier of advanced Dynamic Imaging solutions. Premium brand companies utilize LiquidPixels as their Dynamic Imaging Partner for Personalized Products, Customized eMail, Product Configurators, Interactive Zoom, Automated Imaging and Print Production. Built on open standards, LiquiFire seamlessly integrates into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquiFire is available as a hosted service or via on-site enterprise servers providing the broadest offering of features and infinite scalability with tailored solutions for customers having unique needs. A privately held company, LiquidPixels operates facilities in Rochester, NY; Boston, MA and Amsterdam, NL. For more information, please visit www.liquidpixels.com.

About Crutchfield Corporation

Crutchfield Corporation, which celebrates its 34th anniversary in 2008, is the nation's oldest direct integrated marketer (catalog, Customer Care Center, and Internet) of consumer electronics products. Crutchfield has its headquarters and a popular retail store in Charlottesville, VA. Since its introduction in 1974, the Crutchfield catalog has been a respected authority on car and home entertainment products, winning several awards for quality, design, and usefulness. The people who staff Crutchfield's Customer Care Center are noted for their high integrity, product knowledge, and technical expertise. They are available by phone, e-mail, and live on-line chat. Crutchfield.com offers a convenient, full-service shopping destination to buyers of car and home audio/video products. CrutchfieldAdvisor.com is an all-information Web site that serves as a single comprehensive source about consumer electronics. Crutchfield was the first vendor-authorized audio/video retailer on the Internet and is one of only two retailers to have won BizRate's coveted "Circle of Excellence" award eight times.

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