

FOR IMMEDIATE RELEASE

Hat World selects LiquidPixels LiquiFire to power Online Product Customization

ROCHESTER, NY – January 9, 2006 – LiquidPixels, Inc., the leader in dynamic imaging, announced the selection of its LiquiFire® product by Hat World, Inc. to power personalized product creation for “Lids Create Your Own” custom hat creation website Lids.com. LiquiFire enables Hat World’s online customers to interactively design and visualize their custom-created hat products.

“As part of our commitment to providing a world-class online shopping experience to our customers, LiquidPixels LiquiFire imaging solution will make it simple for us to give our customers interactive design capabilities,” said Tim Kabrich, Hat World’s Senior Director of Internet Operations.

“Online customers are many times more likely to buy a product, especially a customized product, when they can see the item just as it will be delivered,” said Steve Kristy, CEO of LiquidPixels. “Hat World joins our growing list of customers who have dramatically increased their conversion rates by understanding that visualization is key for the online buyer.”

Hat World expects its new website to go live in the first quarter of 2006.

About Hat World, Inc.

Founded in 1995 and comprised of more than 600 mall-based stores, airport stores, street-level stores and factory outlet stores nationwide, and in Puerto Rico and Canada under the Lids, Hat World, Hat Zone, Head Quarters and Cap Connection retail brands, Hat World is the specialty retail leader of officially licensed and branded athletic fashion headwear. Most stores offer a vast assortment of college, MLB, NBA, NFL and NHL teams, as well as other specialty fashion categories all in the latest styles and colors. Some stores also offer a strong complementary line of licensed apparel, and custom embroidery capability. Typically offering more than 1,000 different hats in each store, Lids and Hat World serve the core fan and fashion-conscious and trend-savvy mid-teen to mid-20s customer. Find out more at HatWorld.com.

About LiquidPixels

LiquidPixels is leading the imaging revolution. Built on open standards, its LiquiFire Dynamic Imaging Solutions integrate into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquidPixels makes its patented



technology available as a hosted service or via on-site enterprise servers with solutions that may be tailored to each customer's unique needs. Find out more at LiquidPixels.com.

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