

PRESS RELEASE

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CHAN & ASSOCIATES Selected By Visual Matrix To Manage Media Relations

Burbank, Calif, Tuesday, December 11, 2001 – Visual Matrix, Corp., a leading developer and manufacturer of High Definition and Standard Definition image processing products for professional video and computer applications, announced today that it has selected Orange County-based CHAN & ASSOCIATES, INC. to oversee its media and public relations activities. CHAN & ASSOCIATES, INC. is a full-service marketing communications and business consulting agency that focuses primarily on high technology market sectors, including broadcast, pro audio, pro video, IT, telecommunications and computing/networking.

“We are pleased to bring CHAN & ASSOCIATES on board,” states Visual Matrix President and CEO, Pierre Yenokian. “Visual Matrix is a leading innovator and manufacturer of a variety of high performance Standard and High Definition scan conversion and image processing products. The company is committed to developing high performance image processing technology for a variety of government, graphics, computer, post production, broadcast, presentation and corporate applications. As Visual Matrix expands its operations globally, I look forward to working with CHAN & ASSOCIATES to raise our profile internationally.”

CHAN & ASSOCIATES will help to grow visibility and mindshare for Visual Matrix through a concerted strategic media campaign. In addition to publicizing new products and company developments, the campaign will also include securing opportunities for Visual Matrix to present it’s views on the state of the respective industries in which it is involved, as well as technological developments relevant to these markets.

“We are honored to forge a relationship with Visual Matrix,” says CHAN & ASSOCIATES’ President and CEO, Curtis Chan. “Differing video formats abound in sectors ranging from post production, to broadcast, to geo-spatial and

government applications. This has created the strong need for the image processing technology developed by Visual Matrix. CHAN & ASSOCIATES will aggressively make use of a variety of media resources on behalf of Visual Matrix in order to raise its visibility, mind and marketshare in the arenas in which it is involved, as well as seek out new outlets that may benefit from the company's products and technical expertise."

About Visual Matrix, Inc.

Founded in 1988, Visual Matrix, Inc. is a leading innovator and manufacturer of a variety of high performance Standard and High Definition video image processing and scan conversion technology. Visual Matrix's video processing expertise has led to the introduction of unique video conversion products unparalleled in quality and function that are designed from their inception to be the best available.

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