

For Immediate Release  
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## **Strata™ and MediaSoft Establish Distribution Agreement**

*MediaSoft (Singapore) will become regional distribution partner*

St. George, Utah, September 22, 2008 — Strata, the company adding power of 3D to the designer's toolset, announced that it has entered into a partnership with MediaSoft Integration Pte Ltd. MediaSoft, a leading distributor of new technology and designer tools, has over 150 resellers around the Asia Pacific region.

MediaSoft CEO Jaishankar Dubey said about the partnership "Strata is a very established company and is one of the oldest and most reliable brands in 3D, it is also well-followed in the Macintosh market segment and we are happy to have the product within our distribution portfolio.

Strata GM Dennis Derrick also added "Strata is pleased to work with a market leader such as MediaSoft. MediaSoft and Strata share the same goals, which is to bring powerful, yet easy to use professional design software to the graphic designers and artists in Southeast Asia".

Santosh Dubey, MediaSoft's Research & Development Manager for Strategic Channels and Information Systems opined, "Our research and Strata brands' evolution has certainly opened more market segments, in terms of channel strategies for our respective companies. With the integration of PhotoShop applicability, users are given access to a very intuitive option for 3D art work, thus we are given a bigger strategic market segment".

Mark Berndt, Strata Asia Pacific sales manager concluded, "Strata is anxious to get this partnership up and running. With the explosion of graphic design products and services in Asia, MediaSoft is in a perfect position to provide support, training and channel management to promote the Strata brand. We look forward to working together in this vibrant region"

For more information about Strata's products, please visit [www.strata.com](http://www.strata.com).

For more information about MediaSoft Integration, please visit [www.mediasoft.com.sg](http://www.mediasoft.com.sg).

### **About Strata**

Strata is a division of Corastar Inc. Strata is located in the scenic red rock country of southern Utah. For more information see [www.strata.com](http://www.strata.com), or call 800-678-7282.

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