



April 11, 2014

To whom it may concern

ArtSpark Holdings Inc.
CELSYS, Inc.

Smith Micro to Distribute Download Version of CLIP STUDIO PAINT Software for Manga and Illustration
Expanding Marketing Initiative in North America and Europe

The English/download version of CELSYS' CLIP STUDIO PAINT, the software for creating Manga and illustration, has begun to be distributed by CELSYS' partner, Smith Micro Software, Inc. (NASDAQ: SMSI) on April 11, 2014. CELSYS and Smith Micro will be co-operating the marketing efforts for CLIP STUDIO PAINT in North America and Europe.

Offered products are CLIP STUDIO PAINT PRO and its high-end model, CLIP STUDIO PAINT EX, both which are the English/download version. The packaged versions of both products have already been distributed in North America, Europe, and Oceania regions as Manga Studio 5 (CLIP STUDIO PAINT PRO) and Manga Studio 5 EX (CLIP STUDIO PAINT EX) by Smith Micro. This new offering will drive the "CLIP STUDIO PAINT" brand broadly and extensively in the North American and European markets.

CELSYS is providing the English and Traditional Chinese versions of CLIP STUDIO PAINT PRO and EX through the online channel worldwide. In the domestic market, our target customers, various types of creators from professionals to beginners who are interested in creating Manga and illustration, are assumed to reach to more than 7 million^{*1}. When it comes global, the market potential is supposed to be several tens of millions. CELSYS will take hand-in-hand with Smith Micro, who handles various types of graphic software and has a lot of experience in the North American and European markets where Japanese culture and content are penetrated enough, to expand the distribution of CLIP STUDIO PAINT swiftly.

CELSYS will develop and provide unique graphic software and tools to support creators around the world.

CLIP STUDIO PAINT

CLIP STUDIO PAINT is software for creating illustration and manga, compatible with Windows/Mac OS, with more than 500,000 creators^{*2} since its release in May 2012. There are three models, CLIP STUDIO PAINT PRO for illustration and manga, CLIP STUDIO PAINT EX as the advanced model with multiple-page management, and CLIP STUDIO PAINT DEBUT with standard functions for illustration exclusively for strategic alliance.

- CLIP STUDIO PAINT official Twitter (English): <https://twitter.com/clipstudiopaint>
- CLIP STUDIO PAINT official Facebook (English): <https://www.facebook.com/celsys.clipstudiopaint>

*1 Surveyed by CELSYS.

*2 Including users with the trial version.

In China, CLIP STUDIO PAINT is distributed through CELSYS's partner, UNICORN.

ArtSpark Holdings Inc.

Artspark Holdings Inc. was founded by the business integration between CELCYS that has been promoting digitalization of creating animations and cartoons and HI CORPORATION that provides human interface and applications using 3D rendering technology.

Mobilizing the advanced graphics technology of both companies and maximizing the synergy effect of various middleware and application development, we are committed to enhance our business value and corporate philanthropy by providing total support for all users from general to professionals in the field of ever-growing "Digital Monozukuri(making things with spirit)".

URL : <http://www.artspark.co.jp/>



CELSYS, Inc.

CELSYS, Inc. was founded in May 1991. “Creator Support Business” supports total creators activities by offering production tools including “CLIP STUDIO” series, “Comic Studio” and “RETAS STUDIO” for graphic content such as illustration, manga and animation, and operating a web site, “CLIP”, supporting graphic creators. “Content Solution Business” provides various solutions such as “BS Reader” “BS BookStudio” for production, distribution and play of graphic content compatible with various device platforms. CELSYS is doing the best efforts to become a total solution provider with IT technologies for production/browsing environment for graphic content such as manga and animation, distribution support, and communication through content.

URL : <http://www.celsys.co.jp/en/>



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About Smith Micro Software, Inc. - Productivity and Graphics Group

Based in Santa Cruz, Calif., the Smith Micro Software Productivity and Graphics Group produces award-winning software that inspires consumer creativity and enables efficiency. The group’s creative suite of programs provides artists of all skill levels – from novice to professional – with the tools to illustrate, animate and create 2D and 3D art. Some of the Productivity and Graphics Group’s award-winning creative and utilities products include Poser, Anime Studio, Manga Studio, Clip Studio Paint and StuffIt. For more information, please visit: <http://my.smithmicro.com/>

Note: All of the information described here is correct at time of publication, but may have changed.

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