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NEWS RELEASE

FOR IMMEDIATE RELEASE

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LOCAL COMPANY LAUNCHES INNOVATIVE APP

Genue Offers Design App with New to Market Functionality, Available initially for iPad

WESTBOROUGH, MA – October 29, 2013 – Software technology startup Genue, Inc., innovator of design application software announced today Genue Lite, showcasing its pattern making functionality.

First to market and launching on the Apple iPad, Genue Lite is an easy to use App with powerful design capabilities. No need to use multiple Apps -Genue's software integrates the needed features, such as- create and edit, color palette, drawing, and collage; making it a comprehensive tool. Genue's unique pattern functionality allows the user to quickly make an original pattern and then layer patterns within pattern. In minutes, users can take an image from a photo or create an image with touch strokes from the editor's canvas. Not having artistic skill or professional software expertise doesn't impede creating beautiful and unique patterns. *Genue Lite* also serves as the perfect plug-in for professional software design suites and is an efficient way to start detailed design projects.

"The marketplace trend for customization synchs well with the *Genue Lite* launch. Today, consumers have many available choices to customize products. Now consumers can choose *Genue Lite* as their "go-to" App and create their personalized custom designs, it's the perfect pairing" said Denise M. Burke, CEO, Genue, Inc.

GENUE LITE HIGHLIGHTS

Genue Lite offers a comprehensive set of features from:

- **Flexible design tools** that allow users to bring images to the foreground or background and continue to layer. Image effects such as tint, auto trace, grayscale and many more; color wheel with RGB, CMYK and HEX normally found in professional applications; and a crop tool with proportional crop as well as asymmetrical cropping providing users many options.
- **Various mirror modes** (mirrored, rotating and symmetrical) not easily found in other applications give users a level of intricate and precise detailing to both create fun and complex designs.
- **Pattern and pattern line functionality** is, proprietary and patent pending, let users quickly take an image from a photo or the App's canvas and turn it into various patterns. The pattern line function allows users to capture that pattern and reuse it to draw a new design,

edit with the options for width size and scale, or layer the pattern line creating pattern within pattern.

- **Collage feature** gives users a way to bring different design images and photos and assemble them to create a collage. A grid is available for lining up images.
- **Import and export** images directly from Genuie Lite: from cell phone, iOS camera and the iPad photo and Genuie galleries. The Genuie gallery, much like the iOS camera roll, allows users to stay in the product with a dedicated library for their Genuie creations. Exporting finished designs from Genuie Lite for print or manufacture is just as easy and users can even share their designs directly from the App with their social media communities.
- **High quality output** to print and manufacture with Genuie Lite is simple. Users can save their designs in standard file formats (JPG, PNG, TIFF and PDF) in high resolution and adjustable dpi, with or without a background meeting the users' specific exporting or printing needs.

Denise M. Burke, inventor and CEO of Genuie, Inc. is a Massachusetts resident and a long-time technology and financial executive serving as a consultant for corporations, small business, and non-profit organizations. As a published children's book author, artist, patent holder and former science teacher; Denise's passion for invention shines through with the launch of Genuie Lite. Denise holds B.A (dual degree) and M.S degrees from University of Massachusetts - (Lowell University), and Wheelock College, respectively.

ABOUT GENUIE, INC.

Genuie, Inc. is an innovative software company delivering a comprehensive design App with first-to-market pattern functionality, currently patent pending. Genuie Lite, available for iOS on iPad, gives consumers powerful designing and editing tools to create simple or complex, one-of-a-kind designs. The company's motto - "genuinely you" emphasizes the **Genu-in-e** and is the inspiration for the company name and its products.

Genuie, Inc. is a privately owned software company founded in Massachusetts. Direct correspondence to: 290 Turnpike Road, Suite 5-122; Westborough, Massachusetts 01581. Contact Genuie at info@mygenuie.com, website www.mygenuie.com or call (508) 630-6444.

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