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SOURCENEXT Partners with proDAD to Bring Premiere Video Editing Tools to Japanese Market

New eShop Deal Expands SOURCENEXT's Video Editing Category to Offer Highest Quality Production Options to Professional and Amateur Filmmakers

PALO ALTO, CA - October 24, 2017 - [SOURCENEXT](#) (TYO: 4344), Japan's market-leading software publisher and distributor, today announced an agreement with proDAD, premier provider of innovative tools for video editing, stabilization, and optimization for the cinematography industry, professional production companies, and ambitious hobby filmmakers.

Through the eShop deal, proDAD's VitaScene V2 PRO SE version, Heroglyph V4 PRO SE version, ProDrenalin V2, ReSpeedr 1.0, DeFishr 1.0, and Adorage All-in-one package Vol. 1-13 will be distributed to up to 15 million new customers, significantly expanding the company's footprint in the Japanese territory via SOURCENEXT's eShop. For more than two decades, proDAD has set industry standards and created innovative solutions to help videographers, filmmakers, and broadcasters worldwide transform video. This partnership further expands the video editing software category for SOURCENEXT and provides integration opportunities with household name brand software, including Corel and MAGIX.

"We're excited to add several products from proDAD's rich portfolio to SOURCENEXT's eShop offerings," said Noriyuki Matsuda, CEO and founder of SOURCENEXT. "proDAD's products seamlessly integrate with choice NLE solutions such as Corel VideoStudio and MAGIX VEGAS that Japanese customers are eager to use. Whether you're a professional producer or a hobby filmmaker, proDAD's products and plug-in solutions provide optimal results."

"As a trusted distributor in the video editing software space, SOURCENEXT has the expertise and network needed to reach this key target market in Japan," said proDAD CEO Andreas Huber. "Partnering with SOURCENEXT will help us bring proDAD's products and solutions to new users through their full market entry service, which considers every aspect of the process, from pricing to distribution to support."

Select products will be available for download from the SOURCENEXT eShop beginning today.

About SOURCENEXT

SOURCENEXT (TYO:4344), Japan's largest software publisher and distributor, works with companies based in the U.S. and other countries to bring their successful desktop software and mobile apps to Japanese audiences. Building on over 21 years of software publishing experience in Japan, and a library of more than 745 titles including PC software and smartphone applications, SOURCENEXT leverages brand trust, top retailer relationships, and an extensive distribution network to offer a unique, full-service

market penetration program to help global developers grow market share for sustained profitability. Companies like Bitdefender, Evernote, MAGIX Software GmbH, Rosetta Stone Ltd., Twentieth Century Fox Home Entertainment and more, have built successful businesses in Japan by choosing SOURCENEXT as a partner. For more, visit www.sourcenext.com/us/

About proDAD

proDAD develops and distributes innovative video effects and image enhancement solutions for creative video editing and multimedia applications. Founded in 1990, the company serves the international market with numerous renowned and award-winning products including Adorage and VitaScene video effects products, Heroglyph video titling, and Mercalli video stabilization and rolling-shutter correction plug-ins for popular video NLEs. proDAD also develops action/sports camera video enhancement as stand-alone tools, including ProDrenalin, ReSpeedr, and DeFishr. Headquartered in Immendingen Germany, proDAD also maintains a branch office in the US.