

FOR IMMEDIATE RELEASE

Hat World selects LiquidPixels' LiquiFire to power On-line Product Customization

ROCHESTER, NY – (PRWEB) – January 9, 2006 – LiquidPixels, Inc., the leader in dynamic imaging, announced the selection of its LiquiFire product by Hat World, Inc. to power personalized product creation for “Lids Create Your Own” custom hat creation Web site www.lidscyo.com. LiquiFire enables Hat World’s online customers to interactively design and visualize their custom-created hat products.

“As part of our commitment to providing a world-class online shopping experience to our customers, LiquidPixels LiquiFire Imaging solution will make it simple for us to give our customers interactive design capabilities,” said Tim Kabrich, Hat World’s Senior Director of Internet Operations.

"Online customers are many times more likely to buy a product, especially a customized product, when they can see the item just as it will be delivered," said Steve Kristy, CEO of LiquidPixels. "Hat World joins our growing list of customers who have dramatically increased their conversion rates by understanding that visualization is key for the online buyer."

Hat World expects its new Web site to go live in the first quarter of 2006.

About LiquidPixels, Inc.

LiquidPixels is the leading supplier of enterprise-level dynamic imaging solutions. Since their introduction in 2000, LiquiFire imaging servers have streamlined image workflow to dramatically reduce costs while enhancing the online user experience and increasing the likelihood of purchase. LiquidPixels makes its patent-pending technology available as a hosted service or via on-site enterprise servers with tailored solutions for customers with unique needs. LiquidPixels operates facilities in Rochester, NY and Boston, MA. For more information, visit www.liquidpixels.com, call 866.808.4937, or write to info@liquidpixels.com.

About Hat World, Inc.

Founded in 1995 and comprised of more than 600 mall-based stores, airport stores, street level stores and factory outlet stores nationwide, and in Puerto Rico and Canada under the Lids, Hat World, Hat Zone, Head Quaters and Cap Connection retail brands, Hat World is the specialty retail leader of officially licensed and branded athletic fashion headwear. Most stores offer a vast assortment of college, MLB, NBA, NFL and NHL teams, as well as other specialty fashion categories all in the latest styles and colors. Some stores also offer a strong complementary line of licensed apparel, and custom embroidery capability. Typically offering more than 1,000 different hats in each store, Lids and Hat World serves the core fan and fashion-conscious and trend-savvy mid-teen to mid-20s customer. Hat World also sells its products and promotes its stores through the Internet sites lids.com™, hatworld.com™, and lidscyo.com™. Hat World also sells its products and promotes its stores through a mobile 44-foot "Lids on the Road" souvenir trailer, which retails at major sporting events. In addition, licensed Lids stores operate from premier street locations and kiosks within major department stores in Korea, Hong Kong and China. Hat World, Inc. is a subsidiary of Genesco, Inc.

For more information, contact:

Fred Dewey
LiquidPixels, Inc.
866-808-4937 x310
fdewey@liquidpixels.com

Jon Glesing
Hat World, Inc
317-334-9428, Ext. 112
jon.glesing@hatworld.com

LiquidPixels® and LiquiFire® are registered trademarks of LiquidPixels, Inc. Hat World®, Lids®, Lids Create Your Own®, www.lidscyo.com®, www.lids.com®, and www.hatworld.com® are registered trademarks of Hat World, Inc. All other marks are the properties of their respective owners.