FOR IMMEDIATE RELEASE

J. Hilburn Selects LiquidPixels to Power Online Custom Apparel Builder

*LiquiFire, the ultimate Dynamic Imaging platform, is the perfect solution for enabling
realtime visualization of custom men's shirt design tool*

DALLAS, TX AND ROCHESTER, NY – (PRWEB) – March 2, 2010 – J. Hilburn, Inc. and LiquidPixels, Inc. are pleased to announce J. Hilburn's adoption of LiquidPixels' LiquiFire Dynamic Imaging to provide real-time visualization on www.jhilburn.com. Specializing in luxurious, men's clothing at an affordable price, J. Hilburn identified LiquidPixels' products as the preferred solution to enable an online shopping experience worthy of their custom-tailored apparel.

Focused on making high quality, personalized men's apparel accessible to all, Hil Davis and Veeral Rathod, the founders of J. Hilburn, envisioned a unique online shopping experience to enable customers to buy exactly what they want in a dress shirt. "LiquidPixels' LiquiFire products enabled us to quickly create a Custom Apparel Builder that allows shoppers to design the shirt of their dreams and instantly visualize each choice as it is made," said Rathod.

"Starting with fabric selection, customers are guided through a step-by-step process presenting them with the option to choose collar, cuffs, pocket, placket, buttons and more," explained Davis. "LiquiFire provides the real magic to the experience by enabling our customers to see each option as it is selected and bringing it all together into a quality image of the exact finished product they created."

LiquidPixels' CEO, Steve Kristy, is very proud that J. Hilburn selected LiquiFire Dynamic Imaging to support their demanding application. "As a premium provider of fine, custom men's apparel, J. Hilburn immediately recognized the critical importance of high-quality product imagery to the success of their online shopping experience. LiquiFire delivers the performance required to visualize each customer's individualized selection instantly, with the high quality needed to inspect thread-level detail of J. Hilburn's many fine fabrics."

Since its launch, J. Hilburn's Web site has been receiving praise from its rapidly growing client base. "Shoppers have been extremely happy with the site and the products they purchase," said Davis. "We hold our company's products and services to very high standards; LiquiFire exceeds those standards in our online shopping environment."

About LiquidPixels, Inc.
LiquidPixels is a leading supplier of advanced on-demand Rich Media solutions. Premium brand companies utilize LiquidPixels as their Dynamic Imaging partner for Personalized Products, Customized e-Mail, Product Configurators, Interactive Zoom, Automated Imaging and Print Production and much more. Built on open standards, LiquiFire seamlessly integrates into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquidPixels Dynamic Imaging technology is

unsurpassed in the industry, as is our commitment to do what it takes to exceed our customer's expectations and ensure their success. A privately held company, LiquidPixels operates facilities in Rochester, NY, Boston, MA, and Amsterdam, The Netherlands. For more information please visit www.liquidpixels.com.

About J. Hilburn

Based in Dallas, TX, J. Hilburn was started three years ago by Hil Davis and Veeral Rathod who shared a passion for custom-made shirts and other high-end apparel. With vision, opportunity and excitement, J. Hilburn offers luxurious, high quality, personalized men's apparel to the market at accessible prices. By sourcing fabric directly from Italy, selling direct to consumers, and using the latest technology to compress the traditional supply chain, J. Hilburn is able to offer a tailored fit with customized options at half the price of premium brands found in stores. Over the past year, the company has rapidly expanded from its Dallas, Texas roots to over 600 field representatives, 30,000 customers and a growing assortment of products.

For more information, contact:

David Jones
LiquidPixels, Inc.
866-808-4937 x319
djones@liquidpixels.com

Veeral Rathod
J. Hilburn, Inc.
214-631-2601
veeral.rathod@jhilburn.com