

FOR IMMEDIATE RELEASE:

HDXPRT 2011 Beta released for testing

Durham, NC — April 6, 2011 — The HDXPRT Development Community, created by Principled Technologies (PT), is pleased to announce the distribution of the HDXPRT 2011 Beta to its registered members. HDXPRT 2011 is a benchmark for evaluating the capabilities of PCs using real-world media scenarios and common consumer media applications.

PT has invited Community members to test the HDXPRT 2011 Beta and provide assistance in evaluating the benchmark. Their feedback will help resolve any remaining issues before PT releases the benchmark to the public. The deadline for Beta testing feedback is April 29, 2011.

Participation in the HDXPRT 2011 Beta program is available only to registered members of the HDXPRT Development Community. Membership is open to anyone willing to pay the nominal annual membership fee. Community members have the opportunity to help shape future versions of the benchmark. To register for the HDXPRT 2011 Beta program and receive access to members-only content, go to <http://www.hdxprt.com/forum/register.php> and complete the registration process.

To see the latest information on the benchmark's development, visit the official HDXPRT Development Community Web site, <http://www.hdxprt.com>. The Community also has a presence on Facebook and Twitter.

About HDXPRT

HDXPRT, the High Definition eXperience & Performance Ratings Test, is a software tool for assessing the capabilities of PCs at handling real-world media scenarios and common consumer applications. HDXPRT 2011 is currently planned for release in the second quarter of 2011. It includes tests for popular consumer usage models such as high-definition video transcoding, High Dynamic Range (HDR) photo manipulation, Windows 7 Drag & Drop transcoding for portable media players, and HD Flash video playback.

About Principled Technologies, Inc.

Principled Technologies, Inc. is a leading provider of technology marketing and assessment services. The founders, Mark Van Name and Bill Catchings, have worked together in technology assessment for over 25 years. As journalists, they published over a thousand articles on a wide array of technology subjects. They created and led the Ziff-Davis Benchmark Operation, which developed such industry-standard benchmarks as Ziff Davis Media's Winstone and WebBench. They have also co-founded or led several other technology testing firms including ZD Labs, eTesting Labs, and VeriTest.

Principled Technologies, Inc. is located in Durham, North Carolina, USA. For more information, please visit <http://www.principledtechnologies.com>.

Company Contact

Jenny Cunningham

Principled Technologies, Inc.

1007 Slater Road

Suite 300

Durham, NC 27703

jcunningham@principledtechnologies.com

www.pricipledtechnologies.com