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**GridIron Flow Receives 2008 NAB Vidy Award
Workflow Management Tool Receives Best of Show Acknowledgement**

Ottawa, ON, Canada, – April 29, 2008 – [GridIron® Software](http://www.gridironsoftware.com) today announced that its newest product- GridIron Flow- was awarded 'Best of Show' by Videography editors at the National Association of Broadcasters (NAB) convention, which took place April 14-17. Flow is a revolutionary new approach to workflow management for creative pros that dramatically simplifies the design process for print, web, film, and video projects. Flow is currently in beta with a select group of creative pros. Registration for a free public beta planned for late spring is available on the Gridiron website at www.gridironsoftware.com.

"Gridiron Flow represents a tremendous step forward for industry professionals with its ability to work seamlessly in the background as it automatically tracks and displays the relationships of all files used within a project," explains Videography Contributing Editor Ned Soltz. "Even more impressive is its ability to create project packages for archival or shared purposes. And it's priced at a point where the power of Flow is accessible to large and small users alike."

The NAB Vidy Awards are given by NewBay Media's Broadcast & Video Group of products, which also includes DV magazine, DV Expo and the Creative Planet Community of web sites. A select panel of engineers, production and post professionals and editors joined the magazine staffs to judge the Best of Show awards for each publication.

"The Vidy Best of Show award is a great honor and wrapped-up an excellent week at NAB. It was very exciting to share Flow with our Nucleo Pro customers and the video and broadcast industry professionals who stopped by to see demonstrations at the show," said Steve Forde, CEO of GridIron Software. "We got a lot of great feedback from customers and look forward to working closer with the creative professional community when we launch the public beta of Flow."

Flow automatically tracks your work allowing you to instantly see the relationships between all your assets in your most complex projects—all without changing the way you work. It uses sophisticated Real-Time Asset Tracking technology to record all Import/Export, Save/Save As, and Copy/Paste actions in a project. Flow understands all the assets used in a project regardless of application; and maintains the relationships between stills, movies, sound clips, fonts, plug-ins, and color swatches on all local, network, and removable storage devices.

This award-winning software will be available later this summer for US\$349 and will support Mac OS X Tiger and Leopard, as well as Windows XP and Vista. Creative professionals interested in learning more about Flow and participating in the public beta program are encouraged to register at: www.gridironsoftware.com.

About GridIron Software

GridIron Software is a leading provider of workflow solutions for creative professionals. We build powerful tools that enhance the creative process by eliminating the drudgery that creative professionals associate with design, video and web workflows. For more information visit: www.gridironsoftware.com.

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