

FOR IMMEDIATE RELEASE

**Aprilage Development announces further improvements
to its face aging software**

Latest Version of Software includes Hispanic/Latino Data and Grey Hair Option

July 22, 2008 - Toronto, Canada – Ron Estey, President, Aprilage Development Inc., today announced the immediate release of the newest version of its unique “age progression” software APRIL[®]. Version 2.5 of APRIL[®] features Hispanic/Latino data and a new “grey hair” option providing enhanced image quality to the aging process.

The new version provides specific aging characteristics of faces for individuals of Latino/Hispanic heritage. “We are excited to be able to offer our software with this further additional ethnicity choice,” said Estey. “APRIL[®] is the only aging software that provides differentiation of aging characteristics among ethnic groups and now there are five – African, Asian, Caucasian, South-Asian and Hispanic/Latino. In addition, APRIL[®] v2.5 adds a new grey hair feature providing users with a better glimpse into how they will look in the future!”

APRIL[®] Age Progression Software is the only statistically based 3D age progression software now available. The software creates a stream of aged images of faces from a standard digital photograph. The wrinkling/aging algorithms are based upon research of more than 7,000 people of all ages, ethnicities and lifestyle habits, as well as on published data regarding facial changes associated with aging. Additionally, the resulting aged images can be adjusted to compare how a person will age as a smoker versus a non-smoker; if he or she adds excessive weight; or if they experience a high degree of unprotected sun exposure.

About Aprilage Development Inc.

Founded in 1999, Aprilage Development Inc. has developed APRIL[®] Age Progression Software in association with the Ontario Science Centre and with the support of the National Research Council of Canada. The software is used in more than a dozen countries for health and science education, entertainment and product marketing.

For more information, please visit www.aprilage.com.

-30-

For More Information, Contact:

Deirdre Hogan
Aprilage Development Inc.
+1- 416-599-2673