

Toolfarm Acquires Pluginz

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Toolfarm, Inc., the leading source of content, community and commerce for professional visual effects and motion graphics plug-ins, today announced the acquisition of assets from online plug-in retailer Pluginz. Pluginz is a full sales and service shop for digital media professionals. A complimentary offering to the Toolfarm product sales, service and information network, the acquisition of Pluginz is a natural step in growing the popular Toolfarm one-stop shop service.

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"Our unique value-add among resellers within the content creation market is our exceptional customer service. We offer more than just a list of plug-ins to buy, we provide outstanding sales support. Online help forums, detailed technology briefs and reviews, and a constant stream of industry news help our customers make informed decisions on investing in technology, and the tools to do their job," says President of Toolfarm, Jason Sharp. "The acquisition of the Pluginz online community gives us an opportunity to expand the overall offering for the Toolfarm community and better service our customers with a more diverse range of plug-ins to choose from along with the technical team to help them during their decision making process and beyond."

About Pluginz

Pluginz is a source for plug-ins and other tools for digital artists and an online resource for information about digital content creation. Pluginz is a part of the larger network which includes bedagi, editingutopia, post601, 3dplugins, and vfxplugins. The site serves as an online community uniting software users and developers, and is an indispensable resource for digital artists seeking the information, service and feedback they need to evaluate and select digital tools and to build their presence in the marketplace.

Toolfarm:
<http://www.toolfarm.com/>

Founded in 1999, Toolfarm is the world's leading source of content, community and commerce for professional visual effects and motion graphics plug-ins. In the past ten years, Toolfarm has served hundreds of thousands of professionals from all around the world who make a living working with digital video. Toolfarm continues to provide objective, timely information for users of Adobe, Apple, Avid, Autodesk and Sony applications including the related third-party plug-ins. In addition to competitive pricing, Toolfarm.com's free resources include the Plug-in Finder, free tutorials, blogs, newsletters, podcasts, industry news articles and press releases, user forms, compatibility charts and a recent new launch of "MyToolfarm", a professional video networking resource.

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