

## Humble Daisy Announces New Pricing for ProfCast

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Humble Daisy, Inc, the leading worldwide provider of presentation recording and podcast creation software for the Macintosh, today announced a price increase for the ProfCast beginning July 1, 2007.

On July 1st, the price for a single user license of ProfCast will increase to \$59.95 (previously \$29.95). The academic price will be \$29.95 for a single user license (previously \$24.00). Volume discounts and site licenses are available for both retail and academic customers. (\*\*Educational purchases are limited to students or employees of a public or accredited private school, college, university or academy. Use by government agencies or government research laboratories does not qualify for educational pricing.)

"Our intent has always been to provide a tremendous value for an approachable price." said Dave Chmura, Humble Daisy's CEO. "We're really excited about the future of podcast production and are hard at work on some amazing new innovations for making podcasting even easier in the future! "

In addition to the price change Humble Daisy announced upgrade pricing for ProfCast 3. After July 1st, all new licenses of ProfCast will be eligible to upgrade to ProfCast 3 for 50% of retail (\$29.95). However users who purchase (or have already purchased) ProfCast before July 1st, 2007 will be able to update to ProfCast 3 for \$15.

As usual, "new feature" releases are completely free for any purchases made within a month of the release, and the above stated upgrade price beyond that month. (\*\*Special discounted copies and 3rd party promotional discount purchases are not eligible for upgrade discounts.)

To take advantage of the current price visit  
<http://profcast.com/buynow/>

### PRICING & AVAILABILITY

ProfCast is available through the ProfCast web site (<http://www.profcast.com/buynow/>). It is available for a retail price of \$59.95 (US). Volume discounts and site licenses are available upon request. Full system requirements and more information on ProfCast can be found at <http://www.profcast.com/support/>

ProfCast Homepage:  
<http://www.profcast.com>

Reviewer's Guide (492 kb - PDF):  
[http://www.profcast.com/pdfs/GettingStarted\\_SM.pdf](http://www.profcast.com/pdfs/GettingStarted_SM.pdf)

Direct Download Link:  
<http://www.profcast.com/downloads/>

Purchase Link:  
<http://profcast.com/buynow/>

The husband-wife team of David and Michael Chmura founded Humble Daisy, Inc in 2002. The company's goal is to provide simple and elegant, user-centered solutions to facilitate

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personal and professional success. Humble Daisy is based in Ann Arbor, Mich.

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