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Veer Acquires Jukebox Typeface Foundry

Acquisition becomes company's first wholly owned product line

Calgary, Alberta, October 21, 2003 – Veer, a provider of unique visual elements and design-related products, today announced the company has signed an agreement to acquire the Jukebox Typeface Foundry of Hollywood, California. This is the first acquisition by the company.

Under the agreement Veer acquires all intellectual property assets, including the Jukebox typefaces currently sold on veer.com. The contract also includes provision for the ongoing development of new typefaces by esteemed type designer and Jukebox founder Jason Walcott. Financial terms were not disclosed.

Exclusive library to benefit from Veer's creative and marketing excellence

The Jukebox type library is a vibrant collection of script and display faces inspired by the designs of the 20th century, particularly the '50s and '60s. Drawing from the artistic and cinematic influences of his native Hollywood and the golden age of sign painting, Walcott captures the glamour and spirit of this era in his type designs, for a library with a distinctly American feel.

Veer's design-driven approach involves bringing creatives bold and inspiring elements that cannot be found elsewhere, and is at the heart of everything the company does. True to this commitment, Veer debuted the Jukebox collection of 63 typeface families as a 'Veer Exclusive' in June of this year. (See: http://www.veer.com/about/pressroom/releases/veer_pr_jukebox_release.asp) The library has since enjoyed tremendous response from the creative community.

"Jukebox is a substantial library of unique and impressive work," said Stephen Coles, noted type personality, critic, and editor of *Typographica*. "Walcott's talent is evident throughout the aptly named collection of retro-american scripts and kitsch. It is exceptional to see a savvy company like Veer lend credibility and importance to this notable collection and deliver the exclusive, compelling products that creatives really want."

By owning the typefaces and partnering with Jason Walcott, Veer will expand the Jukebox library. "We've always taken great care to select products of distinct aesthetic and technical quality. Jukebox is no exception," said Grant Hutchinson, type designer and a founding partner of Veer. "With roots in type design and development dating back more than a decade, we understand type like no other provider. It's rare to come across a type collection as intriguing and sophisticated as Jukebox and we're very delighted to count this library as our own."

"I'm very pleased and excited to enter this agreement with Veer," said Jason Walcott of the Jukebox Type Foundry. "From my first interaction with the company, I was impressed by their ingenuity, integrity, and depth of expertise. The Jukebox library will benefit greatly from the creative talent, marketing know-how, and customer support that the Veer team offers, and I can focus entirely on the creation of new designs."

Veer product strategy enters new phase

The acquisition of the Jukebox Type Foundry marks Veer's entry into owned visual content. "With more than a year behind us, we're very pleased with our success to date. We've signed numerous exclusive distribution deals with some of the most innovative companies around the globe, launched world-premiere products, distributed over one million customer communications, and built an award-winning web site," said Drina Lazar, one of the founding partners of Veer. "We are now at a phase in the company's growth where we have chosen to invest in developing our own visual content. In addition to representing noted collections in North America, we will continue to enhance our unique mix of images, motion, and type with owned products."

Veer will continue to market and distribute the typefaces under the Jukebox brand name. Individual typefaces in the Jukebox collection are priced starting at US\$39 and are available for immediate download. The entire Jukebox is available for purchase on CD. For a listing of fonts, or to browse the collection, users can visit veer.com/jukebox. With the acquisition of the Jukebox Type Foundry, Veer will also establish an international resale channel to distribute the collection. Veer invites established agents to inquire about representing the Jukebox library in their territory by contacting products@veer.com

About Veer

Veer sources and delivers visual elements with imagination and style to help creatives diverge from the norm and generate fresh solutions. Veer presents a discerning, design-driven selection of photography, illustration, type, and footage, including exclusives and world premieres. Its products are used daily in advertising, print and web design, corporate communications, and publishing. The privately held company has offices in the United States and Canada and serves its global base of customers through its call center and its award-winning web site at veer.com.

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