

Dear Valued Customer:

We are pleased to inform you that on May 16, 2005, we will release the new PANTONE® Color Cue™2. The Color Cue™2 is the follow up to the top-selling PANTONE Color Cue and PANTONE Color Cue TX.

The new PANTONE Color Cue™2 combines two PANTONE Libraries in one hand-held device. Users can now get instant access to the colors in the PANTONE MATCHING SYSTEM® and the PANTONE Textile Color System® for fashion and home or architecture and interiors. The Color Cue™2 will retail for \$349.

The Color Cue™2 lets you easily capture any color that inspires you and translate it to the closest PANTONE Color. Once you've identified the closest PANTONE Color, the Color Cue™2 goes even further by providing the CMYK, sRGB, HTML and L*a*b* values of these PANTONE Colors.

The sleek, new, ergonomically designed Color Cue™2 is loaded with features that make it easier than ever to use. Among the noteworthy features of this affordable spectro-colorimeter include:

- § Two complete PANTONE Libraries
 - o PANTONE MATCHING SYSTEM
 - § Including the coated, uncoated and matte stock values
 - o PANTONE Textile Color System for
 - § fashion and home
 - § architecture and interiors
- § More precise measurements
- § Choice of five illuminants:
 - o D55
 - o D65
 - o Cool White Florescent (4150°k)
 - o TL84 (4000°k)
 - o Incandescent (2700°k)
- § Audio response
- § Multi-line color display
- § Programmable screen functions
- § Saves last 20 readings
- § Recommends neighborhood colors:
 - o Lighter/darker colors
 - o Redder/greener colors
 - o Yellower/bluer colors
 - o Close colors



The Color Cue™2 is a sophisticated color identification and communication tool at a very reasonable price. With the release of this product, Pantone solidifies its leadership position in this segment of the marketplace.

To launch this exciting new product, we have developed an aggressive marketing program, the cornerstone of which is a robust print advertising campaign. In addition, we are developing a collateral piece you can use to promote the product. Both advertising and the collateral will be available at the beginning of May.

As we launch the Color Cue™2, we will continue to market the Color Cue and Color Cue TX. There is still a market for the classic Color Cue and Color Cue TX with the single libraries. Both products will sell in parallel giving you the opportunity to sell a more economical version of the Color Cue™2. The Color Cue and Color Cue TX will be sold while supplies last.

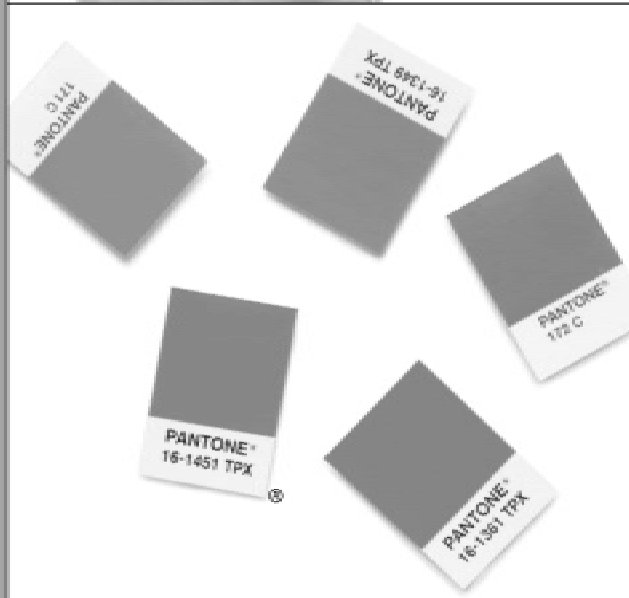
We are very excited about the imminent release of this product. We will continue to communicate with you as we get closer to the launch date. In the meantime, if you have any questions about the Color Cue™2, do not hesitate to call me.

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SEE IT.



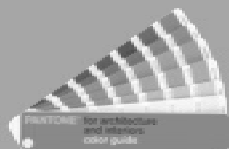
ID IT.



CHOOSE IT.

USE IT.

Coordinate it. The new Color Cue™2 lets you identify the colors that inspire you and match PANTONE Colors wherever you go. Design ideas can strike at any time. Now you can capture the colors you need from our architecture and interiors and graphics palettes when it does. Color Cue™2 and our color guides, the perfect design companions.



PANTONE®