



## MACWORLD ANNOUNCES 2007 BEST OF SHOW WINNERS

*For the first time, award-winning editors present annual Best of Show awards as a feature presentation at Macworld Conference and Expo.*

SAN FRANCISCO, CA—January 11, 2007— *Macworld*, the world's foremost Mac authority in print and on the Web, revealed the annual Best of Show award winners during the 2007 Macworld Conference and Expo on Wednesday, January 10, 2007 in San Francisco. And, for the first time ever, the Macworld Best of Show awards were showcased as a feature presentation in front of an audience of approximately 1,000 Expo attendees. Hosted by *Macworld* VP/Editor in Chief Jason Snell and Macworld.com News Director Jim Dalrymple, the 11 winners were announced through short video clips created by the editors discussing the award-winning attributes of honorees interspersed with live demos on stage.

The 2007 Macworld Best of Show winners are:

- Photoshop – Adobe
- Premiere – Adobe
- Apple TV – Apple
- iPhone – Apple
- Prey – Aspyr Media
- ModBook – Axiotron and Other World Computing
- George – Chestnut Hill Sound
- IntelliScanner mini – IntelliScanner
- LCD2690WUXi – NEC
- Parallels Desktop for Mac – Parallels
- Toast 8 – Roxio

“Each year, *Macworld* editors see more imaginative, innovative, and inspired products in the Mac market,” said Jason Snell, VP/Editor in Chief of *Macworld*. “The 2007 Best of Show honorees are some of the most creative we’ve ever seen – these winners help define industry standards and raise the bar for creativity in the future. Congratulations to everyone!”

To qualify for an award, products must be making their first major trade show appearance and must be

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recognized by *Macworld's* editors as among the most notable products being displayed at Macworld Conference and Expo. Hundreds of products were considered before the field was narrowed down to the 11 winners.

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Headquartered in San Francisco, Mac Publishing, LLC publishes the world's leading independent Macintosh publication and Web sites. Every month *Macworld*, winner of the Folio: 2005 and 2006 Gold Eddie award for best consumer technology/computing magazine and WPA's 2006 Maggie award for best computer/consumer magazine, reaches 1.2 million Macintosh professionals and enthusiasts while the Mac Publishing Web presence garners an average of over 3.5 million unique visitors. The Mac Publishing sites include: Macworld.com, PlaylistMag.com, MacOSXHints.com, MacworldProductFinder.com, and MacUser.com.

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