

CUBE CREATORS RAISE \$1M AND ANNOUNCE REBRAND TO PALETTE

MELBOURNE, Australia—18 August 2015—Palette® (formerly SwatchMate) today introduced its new brand identity, and announced it has successfully closed a \$1M Series A funding round.

Today's capital raise announcement builds on the \$150k Palette raised on crowdfunding platforms Kickstarter & Indiegogo in 2014 to fund the production of the company's first product—Cube, the portable color digitizer.

The Series A round was led by Palette Chairman, Adam Lewis, ex-Managing Director of McKinsey Australia.

Lewis says “The speed at which the funds were raised and the caliber of the investors is a great endorsement of the founding team, Palette's growth in the preceding 12 months and its plans for the future.”

Palette is a world-leader in color digitization, providing a modern solution to the age old problems faced by designers, artists and trade painters in color selection and matching.

The Series A funds will be allocated to the expansion of Palette's retail strategy and international corporate partnerships, as well as funding the company's growing working capital and staff resource needs.

“We are excited to announce our new brand identity as Palette. It's the first step in the process of positioning the business for the future,” says Djordje Dikic, CEO and Co-founder of Palette. “Our Series A raise also injects the capital required to meet the rapidly growing consumer interest in our products.”

Cube is available globally for US\$179.95 at www.palette.com

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About Palette

Palette is a young collective of designers and engineers that believe people become artists when provided with the right tools. Palette's flagship product is Cube, the portable color digitizer. The ultimate creative assistant for anyone who works with color, Cube removes the guesswork from color matching and brings inspiration to life.

Palette. Creative Tools For Creative People.