

Press Release

Totally Hip Announces LiveStage Professional 4.5.2

www.totallyhip.com
Phone: 604-685-6525

Symbol: THP-TSX Venture Exchange
E-mail: info@totallyhip.com

Vancouver, B.C. – May 10, 2004 –Totally Hip Technologies Inc. is proud to announce LiveStage Professional version 4.5.2. LiveStage Professional is an award winning cross-platform software package that has become the leading QuickTime 6 authoring environment. Professional interactive media developers throughout the world acknowledge LiveStage Professional as the most functional, powerful and cost effective application for converging more than 200 media formats to create incredibly powerful and engaging digital presentations (including MPEG 4 and Flash 5).

Version 4.5.2 has been designed to improve workflow, ease of use and to further unlock the power of QuickTime making it one of the multi-media industry's most advanced and powerful tools. This version of LiveStage Professional includes hardware accelerated rendering, with the utilization of OpenGL™ – the industry standard for 2D and 3D rendering. Multi media professionals can now accurately preview alpha channeled material, preview effects on the stage, and rotate/skew/distort tracks.

LiveStage Professional 4.5.2 continues to expand market opportunities for development professionals and uncovers a whole new set of functionality that was not accessible before, with the introduction of the QScript Extension Essentials (QSXE) QuickTime component. LiveStage Professional has become an indispensable cross-platform media integration tool used in developing compelling cross-platform interactive content. This latest version represents a significant advancement for both the LiveStage Professional production environment and the multi-media industry.

LiveStage Professional 4.5.2, enhanced by the commercial availability of the QSXE QuickTime component, increases project functionality, differentiates the end product, reduces development time and empowers the developer through a more flexible authoring and deployment environment. This new release of LiveStage Professional includes hundreds of new actions that allow developers to create projects that weren't possible before, and opens up markets where the cost of multi-media development was prohibitive or the technology was not available to meet project requirements.

LiveStage Professional 4.5.2 and PDF documentation is available now via the Totally Hip website. All registered owners of Live Stage Professional 4.0 will be able to upgrade to version 4.5.2 for \$199.95, or purchase an upgrade with the Hip Pac service and support bundle for \$325.00 that includes two hours of telephone support. New users can purchase LiveStage Professional 4.5.2 for \$449.95. Educational pricing is available upon request.

This offer gives users the combination of the best industrial strength media integration and authoring tool on the market at an affordable price including the added LiveStage Professional VR editor and Axel 3D support, Totally Hip's support site and features to greatly improve workflow, productivity and learning time.

To buy, get a demo version or learn more about Totally Hip and LiveStage Professional, please visit www.totallyhip.com or contact Totally Hip at info@totallyhip.com.

Totally Hip's mission is to develop software, enterprise solutions, and services to effectively produce and deliver convergent media solutions, and to ensure our software products are compatible with and complement established media file formats, platforms, and standards. Totally Hip was founded in 1995 and is an award winning developer of convergent media technologies.

For further information on investor or corporate matters contact 604-685-6525 or email investor@totallyhip.com.

Totally Hip Technologies Inc.

Per: "David Dicaire"

David B. Dicaire, CEO & President