

Press Release

Totally Hip Announces LiveSlideShow 3

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

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

Vancouver, B.C. – July 20, 2004 –Totally Hip Technologies Inc. announces the release of LiveSlideShow 3 for both Windows Macintosh computers.

"Totally Hip Technologies is pleased to announce LiveSlideShow 3 with a host of powerful new features to enable customers to easily transform their digital photos into dazzling, and professional looking presentations. It also happens to be the most fun application we have ever seen for digital photography", said Amrik Randhawa, Director of Marketing and Sales for Totally Hip Technologies.

LiveSlideShow is an easy to use product that allows customers to simply add professional transitions and dazzling effects such as music, captions and media skins to bring their digital pictures to life. LiveSlideShow 3 includes some compelling new features such as timeline for ordering photos and multiple soundtracks. Customers can add their own voiceovers, sound effects, sound tracks and interactive elements to create the ideal presentation. With LiveSlideShow's background music tracks, slideshows are now a powerful presentation tool perfect for deployment on the Web, CD-ROM, or via email. Scrolling captions can easily be added to any digital picture as an added touch. LiveSlideShow includes a media skins feature that allows customers to present their slideshows inside uniquely shaped themed players.

LiveSlideShow works with most of the popular digital cameras available on the market today. Because LiveSlideShow utilizes the industry leading Apple Computer's QuickTime multimedia technology, it supports more digital image and sound formats than any other similar product available to consumers today on both the Macintosh and Windows platforms. QuickTime is also used for Apple's popular iPod portable music player.

Additional product information can be obtained at www.liveslideshow.com and www.totallyhip.com. LiveSlideShow 3 will be available for sale in early August. Retail pricing is \$69.95 USD and registered users of version 2.0 can upgrade for \$29.95 USD. Educational discounts are available by contacting sales@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.

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