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X-Rite Launches New Shade-Taking Device at ADA

Kentwood, MI – ADA 2007 Booth 5353– September 27, 2007 – X-Rite, Incorporated (NASDAQ: XRIT), the leading provider of color management solutions, launches Shade-X, a new handheld shade-taking device priced at less than \$1,000.

Both affordable and accurate, Shade-X packs many features in a small instrument:

Multiple shade guides supported. Shade-X supports the most commonly referenced shade guides including shade selection for CAD/CAM blocks.

Fastest measurement speed. Shade-X completes its measurement in less than 0.5 seconds.

Simple, icon-based user interface. Shade-X walks the user through calibration and use of the instrument with simple icons. The interface is not language-dependent and requires no special training to learn. Shade-X can be mastered by any dentist or assistant minutes after removal from the box.

Disposable tips/protective sleeve. Added convenience and easier cleaning are enabled by disposable tips and protective barriers.

Validated, ergonomic form factor. Developed directly from dentists' input, the Shade-X device is attractive and ergonomic. It was validated through user studies and focus groups consisting of dentists and staff ensuring that it is comfortable and user-friendly to hold and operate.

From the makers of ShadeVision. X-Rite has experience and success in the dental field, having introduced the comprehensive ShadeVision system in 2001. Recognized in 2005 with a 5-star REALITY award for software, in 2004 with a 5-star REALITY award for hardware and in 2003 as REALITY's Most Innovative Product, ShadeVision is a precision shade matching system offering end-to-end quality control from the dental office through the laboratory.

Shade-X is exclusively distributed in North America by Sullivan-Schein, a division of Henry Schein – the largest distributor of healthcare products and services to office-based practitioners in the combined North American and European markets.

About X-Rite:

(NASDAQ: XRIT) X-Rite is a global leader in color measurement and color management, offering hardware, software and services for measuring, formulating and matching color. The Company serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. X-Rite serves customers worldwide from its offices in Europe, Asia and the Americas.

Visit X-Rite's website at www.xrite.com for more information.

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