



news release

For immediate release

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Announcing Three New Photogize® Online Services To Expand Photo Retailer Markets and Increase Digital Print Volume

***New Opportunities Target Event Photography, Custom Greeting Card
Creation, and Consumer Photo Organizing software***

Orlando, FL – February 19, 2005 – Graphx, Inc., the market leading developer of private-label digital print fulfillment software and webservices to photo retailers, is pleased to announce the release of three new online services designed to increase the digital photo print business of retailers in 2005. The new services are the Photogize Event Photography Channel, the Custom Greeting Card Channel, and the PrintWizard Channel featuring the Preclick Silver Photo Organizer. One common element in the three Channels is the closed-loop print order fulfillment from the consumer to the retailer providing the service. A second common ingredient is the role of partner companies in accelerating the growth of Photogize services to retailers.

“The three new services we’re introducing will provide photo retailers many more opportunities to teach consumers the ease of ordering digital photo prints from home with pick up the same or next day at their local photo retailer”, said Joe Kowalik, President and CEO of Graphx. “While the film roll count at retail is eroding, the number of consumers enjoying the benefits of digital photography is clearly on the increase. The consumers haven’t disappeared, they’re just changing their methods taking pictures, sharing pictures, and enjoying pictures. Now is the perfect time for the local photo retailer to introduce consumers to a new set of differentiated services

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the consumers will really want, and establish themselves in 2005 as the place to go for all things digital photo print related.”

Photogize Events Channel

Retailers now have a service to offer local portrait, wedding, and sports photographers that is cost effective and straightforward for the photographer to promote online event photo print orders. The Events Channel provides the retailer with unlimited FREE distribution rights to uniquely configured EPX Express client software, available in both Windows and Apple Mac versions, from Eventpix.com. The uniquely configured Photogize Events version includes a closed loop fulfillment, so the photographer’s print orders are sent only to the photo lab or retailer that distributed the software to the photographer. The photographer pays a modest fee to create the online Event album, as \$19.95 for a 100-500 photo album with 60-day duration. There are no additional “Per Click” online fees to the photographer. “We’re pleased to be working with Graphx”, quoted Jackie Applebaum, President and CEO of Eventpix.com, Santa Monica, California. “The Photogize Events Channel is a perfect complement to the service we provide to the pro wedding labs in the US.”

In 2004 retailer tests the average print order revenue was \$41.76. The Photogize Event Channel list price is \$795 per year.

Custom Greeting Card Channel

For two Christmas holiday seasons retailers have enjoyed excellent results with the Photogize Greeting Card service. In 2004 the average greeting card order was \$46.55. Nonetheless a number of retailers asked why they couldn’t select their personal set of greeting card templates to offer their customers. “When we released our Greeting Card service two years ago, one trade-off we made was to offer a single set of templates”, said Graphx CTO Pete Traversy. “We solicited broadly from retailers on the best templates to include in the set, but we also realized that a template popular in one part of the country was not as popular elsewhere. With our new Custom Greeting Card Channel the retailer make the decisions about the online cards they want to sell. The retailer has complete control over the selection of templates to include, the template category names, the

category order appearance in drop-down menus, and the arrangement of the templates on the web pages.

To simplify the customization process for retailers, the well-known digital template design firm, PhotoTidings Inc of Eugene, Oregon has agreed to market and sell their designs in a new Photogize file format this year. "We're pleased to be working with Graphx on their Custom Greeting Card Service", said PhotoTidings owner Rick Haun. "Their template license fees with us grew over 150% in 2004. Now, given the added retailer benefits of a customized online template selection, we're looking forward to their growth in 2005. Also they've been a thoughtful and responsible vendor to work with." The list price of the Custom Services is \$990 for the first year plus \$15 for each template loaded. Annual renewal of the Custom Service is only \$495.

PrintWizard featuring the Preclick™ Photo Organizer

In 2004, PrintWizard became the second most popular Photogize service, as measured by completed consumer orders. In February 2005, Graphx and Preclick have joined together to make the successful PrintWizard Channel service more attractive to both retailers and consumers. The new PrintWizard v2.5 will ship with the popular Preclick Silver Photo Organizer for Windows application, absolutely FREE to the retailer and FREE to the consumer. The application will be available on an opt-in basis to retailers and consumers. The unique configuration includes a closed loop fulfillment to the retailer that distributes the software to the consumer. The popular Preclick software will make it easier than ever for the consumer to move photos directly from their digital camera to their photo retailer for printing, and the consumer-friendly user interface makes the application easy to learn and use. Other features include image edit functions as red-eye removal and photo cropping. The Preclick software also features metadata functions as the ability to assign captions, people, names, places and events to photos. A consumer upgrade to a Gold version, that includes printing at home, is available online to the consumer for \$19.95. "Photogize retailers and consumers will really like the features they find in our Preclick software", said Preclick CEO Brian Smiga. "Consumers will like the ability to add metadata to their photos and will learn how adding metadata to photos will increase the usefulness of our search and retrieving tools. Retailers will love distributing the Preclick software because of the increased demand for print orders at retail. "

About Graphx Inc:

Graphx®, a privately held 20-year-old software company, is the award winning developer of digital photo fulfillment and print management software. The Graphx RasterPlus® product line supports 125 high-end color output devices, including digital minilabs, ink jet printers, thermal printers and color film recorders. RasterPlus products are resold by leading hardware manufacturers as Fuji®, Kodak®, Noritsu®, and Polaroid®. More than 15,000 commercial photo and graphics customers, located in 45 countries, have purchased RasterPlus. In 2002 Graphx introduced Photogize®, a digital photo fulfillment system, enabling same day fulfillment at local photo retail locations. Leading US photo retailer associations, as PRO, IPI, and Town & Country have endorsed Photogize for their members' use. Graphx products have won multiple industry awards, including four DIMA Printer Shoot-Out Awards and *PTN* Magazine's Overall Top Imaging Product and Overall Top Technology Product of the Year, in 2004, and Overall Top Technology of Year 2003 Award.

Evaluation copies of Photogize are available. Visit <http://www.photogize.com/eval.htm>

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