



news release

For immediate release

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Graphx Introduces PhotoCentral™ Next Generation Consumer Online Photo Service

***New Features Provide Enriched Consumer Photo Viewing, Editing, Sharing, Printing at Retail and Online Album Storage---
In a private-label solution for retailers.***

New ActiveGallery™ simplifies and improves online album viewing, management and sharing using Macromedia Flash™ technology

Introducing VIP PhotoVault for storing Very Important Photos at a Microsoft Gold Certified Data Center. Photo storage pricing model is simple, sensible, and affordable at Five Cents a Photo per year

Full complement of online editing tools including photo crop, zoom, pan and automatic red eye removal

Innovative photo "Add a Yak!" feature is designed to promote photo sharing and enjoyment while introducing consumers to photo blogging on the web.

Also introducing RetailerCentral--- all new Web-based customer and order management and analysis capability for retail management

PhotoCentral is a FREE Upgrade to current Photogize retailers, with launch on October 1, 2005

San Diego, Ca – September 8, 2005 – Graphx, Inc., the market leading developer of private-label digital print fulfillment software and webservices to photo retailers, will be demonstrating PhotoCentral, its newest online photo service at PMA Fall in San Diego, Sept 8-10. PhotoCentral is a significant expansion and replacement of the web-based online order system first introduced in 2002.

“We’re incredibly excited to be unveiling our new PhotoCentral service to retailers”, said Joe Kowalik, President and CEO of Graphx. “We’ve seen the

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success of retailers using our original online ordering service, which has been a great source of revenue for retailers. Without question, offering a simple, closed-loop print-centric service with order pickup at retail was the right “first service” for consumers and retailers in the 2002-05 timeframe, as consumers began to transition from film cameras to digital. At this point we are moving into a new phase in the market. Digital photography is now widely embraced, all the relevant technologies digital photo, PC, and Internet, continue to improve significantly, and consumers are becoming more knowledgeable and comfortable with the new technology. We understood a new online service would be needed to meet these new market conditions, and provide us a platform to drive retailer growth in the 2006-08 timeframe. PhotoCentral is the online services platform that will drive that growth.”

“PhotoCentral will enable our brick-and-mortar retailers to build stronger relationships with their customers. Retailers will be well positioned to offer consumers exciting new online services, while continuing to be their local provider of photo quality prints,” said Pete Traversy, CTO and Founder of Graphx. “In our development process we’ve worked very closely with our retailer customers, to make certain we built on the strengths of our original service. We know that retailers using our service have enjoyed significantly higher online revenue than seen in the industry generally. We’ve really expanded the features to the online consumer, but also wanted to make certain that we stayed true to our belief in keeping it simple. Our beta test results strongly indicate that we’ve found that balance between new functionality and simplicity with PhotoCentral.”

To directly evaluate the PhotoCentral consumer experience visit: www.photocentral.net

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>

Graphx is located at 400 West Cummings Park, Woburn, Mass. 01801. For more information call 781-932-0430 x567 or visit <http://www.photogize.com>

We Make Digital Print™