

***For immediate release***

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## **Independent Photo Imagers (IPI) announces a Strategic Partner Relationship with Graphx, Inc.**

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### ***Selects Photogize® as an IPI Approved and Recommended Online Photo Fulfillment System***

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Woburn, Ma – October 11, 2002 – With over 440 locations across 46 states, Independent Photo Imagers (IPI) has announced a partnership with Graphx®, whereby Graphx will provide Photogize, a turn-key digital photo print fulfillment solution, to IPI members. Photogize will enable IPI photo retailers to offer their customers the convenience of same day/next digital photo printing of orders submitted over the Internet.

IPI Photogize retailers can offer a consumer friendly solution that does not require consumers to download software to their PC, nor require customer to create accounts with password to place orders. Photogize is the only product on the market today that offers two features essential to the photo retailer building a profitable new business: (1) A comprehensive workflow management system for tracking digital print orders in the lab and (2) Proprietary, high performance print drivers, optimized for speed and output quality, that drive digital minilabs from every major manufacturer including Agfa, Fuji, Gretag, Kodak, Konica, and Noritsu.

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“With the increasing sales and increasing quality of digital still cameras, the time has come for many of our IPI members to seriously consider implementing an online digital print ordering solution,” said Brent Boyer, IPI President.

“Many consumers are now taking digital photos without realizing that their local photo retailer can provide them prints that deliver the best combination of photo quality printing with same/day next day print order convenience.” “Photogize is designed for the photo retailer serious about building a profitable digital photo print business,” said Joe Kowalik, Graphx President and CEO, “ with Photogize the photo retailer will be able to efficiently process, track and print their online digital orders---whether its 20 orders a week or 50 orders a day. And with our award-winning RasterPlus software employed as the Photogize PrintServer, the retailer can be confident they have the best performance, most reliable print drivers available for their specific digital mini-lab.”

#### **About Graphx Inc:**

Graphx®, Inc., a privately held 17-year-old software company, is the award-winning developer of high performance color printer software. The Graphx RasterPlus® product line supports more than 90 high-end color output devices, including digital minilabs, ink jet printers, thermal printers and color film recorders. RasterPlus products are sold by leading hardware manufacturers as Fuji, Gretag, Kodak, Noritsu, Polaroid and Epson. More than 15,000 commercial photo and graphics professionals, located in 45 countries, are RasterPlus customers. Graphx has won multiple industry awards, including three consecutive DIMA Printer Shoot-Out Awards. In 2002 Graphx introduced Photogize®, enabling photo retailers to quickly build a customized online photo print order service, featuring same day/next day pick-up of print orders from the retailer’s digital minilab. Graphx is located at 400 West Cummings Park, Woburn, Mass. 01801.

For more information call 781-932-0430, or visit <http://www.photogize.com>. We Make Digital Print™