



news release

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Photogize Named “Overall Top Technology of 2003” Award Winner by *Photo Trade News (PTN)*

Woburn, Ma. December 12, 2003 --- Graphx, Inc., the market leading developer of digital photo fulfillment and print management software, is pleased to announce it has been named the 2003 winner of the *Photo Trade News* magazine’s “Overall Top Technology” Award.

Photo Trade News, the number one business journal in the photo imaging industry, recently unveiled its Top Photo and Imaging Products of the Year, as voted on by its thousands of photo trade retailers. The photo retailers rate the products that created the most consumer excitement throughout the year and impacted their bottom line.

“Because the winners are chosen by the photo trade industry, honorees are acknowledged by the group responsible for selling their product,” says Cygnus Imaging Group Publisher Kathy Schneider. “Being selected essentially lets the manufacturer know that they are succeeding and their retailers are happy.”

“We’re seeing more technology-based imaging solutions and products scoring fairly high,” says *PTN* Publisher Liz Vickers. “The photo industry is being revolutionized with items like this year’s Overall Technology winner Graphx Photogize which gives consumers a fast and easy way to send digital photos from their home PC to the local photo retailer, for same day print fulfillment. Only a decade ago, we couldn’t even imagine such innovations.”

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"Over the last year we've been hearing quite a buzz about Graphx and its Photogize technology," says Dan Havlik, *PTN* Editor. "By capturing *PTN*'s Top Overall Technology, Photogize proves it's more than just buzz, it's a product that dealers can use to turn their minilabs into an online print business. And by edging out such industry stalwarts as Olympus and Fuji in this category, Graphx shows it can play with the big boys, and win."

"Clearly all of us at Graphx are excited to win this significant award," says Joe Kowalik, Graphx President and CEO. "And we're extremely grateful to our photo retail customers, because they have given us this opportunity to be recognized. We've worked hard to build a strong partner relationship with leading US photo retailers in the last two years. We've now reached a point where these leading retailers have seen significant growth in their digital photo fulfillment business. We firmly believe that this digital business growth will continue, and our partnering relationship will get stronger, as we move into 2004."

"There's a tremendous amount of great technology in the photo industry today," says CTO and Founder Pete Traversy. "So to win the Overall Top Technology Award is gratifying. Our Photogize technology represents a significant, twenty-five man-year effort to date. We appreciate the fact that our customers see the value in the technology we have developed for them."

About *Photo Trade News* magazine and Cygnus Business Publications:

Photo Trade News (PTN) magazine reaches 12,500 imaging industry retailers primarily through the photo specialty, minilab, consumer electronic drugstore and computer channels. The magazine is published 12 times per year and is currently in its 67th year of successfully covering the photo trade industry.

Cygnus Business Media is a leading, diversified business-to-business media company with a portfolio of over 200 media products reaching five million professionals annually within 15 major markets. Its four distinct divisions - Cygnus Publishing, Cygnus Expositions, Cygnus Interactive and Cygnus Custom Marketing - provide comprehensive, integrated advertising and marketing programs for Cygnus' valued customers and clients. The company's leading business publications, trade shows, conferences, Web sites, online products and custom marketing capabilities enhance brand identity, generate sales leads, and build product awareness as they strengthen customer/client relationships. Visit www.cygnusb2b.com.

About Graphx Inc:

Graphx[®], a privately held 19-year-old software company, is the award winning developer of digital photo fulfillment and print management software. The Graphx RasterPlus[®] product line supports 100 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

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

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For more information call 781-932-0430 x567 or visit <http://www.photogize.com/>

We Make Digital **Print**[™]