



Military Families Stay Close with Pictures

Las Vegas, NV – PMA 2007 International Convention and Trade Show, March 8, 2007 – A new way to save and share photos has recently come on the scene, and it's proving to be a hit with military families who want to share favorite photo memories. It's a product called ZoomAlbum™ and it's an easy way to produce a hand-made miniature album of 12 photos that is cementing the connection between deployed military personnel and their loved ones back home.

Military families everywhere know that pictures are important parts of sharing their lives – whether together or apart. It doesn't matter if the picture was snapped with a digital or film camera, a cell-phone camera or scanned in from an old photo – it's the printed picture that we hold, carry, mail or put into albums.

Amber Runke is the Coordinator of Operation Military Kids at the University of Minnesota. A major part of her program is to support military families throughout the Minnesota National Guard. This year, she'll be showing military personnel and their families how to stay in touch by using ZoomAlbums to capture life's precious moments.

Amber says that "Pictures bridge the gap of separation, and for military families these ZoomAlbums are meaningful mementoes that help deployed dads and moms stay connected to the people that matter." She notes that she'll be helping several thousand families stay in touch with ZoomAlbums, because "ZoomAlbums are ideal for family projects, and selecting photos and printing the albums is a fun way to creatively tell a family's story in pictures." "They're charmingly small," she says, "and they can carry a slice of family life to any corner of the world."

Doug Rowan, the company's CEO gives a glimpse of what ZoomAlbums are all about: "ZoomAlbums are innovative kits for creating handmade albums of photo memories from digital images, a personal computer and a home Inkjet color printer. Each ZoomAlbum holds 12 photos on glossy, high-quality paper and it takes just minutes to make these charming and lasting keepsakes." The albums are easily mailed, and their 3'X3" compact size make them easy to carry in a pocket, field pack, or purse.

Rowan noted that the company has made a commitment to support military families by offering special military pricing, and the company voluntarily attends many military gatherings to help families learn to have fun with pictures.

About ZoomAlbum, Inc.

ZoomAlbums (www.zoomalbum.com) are an exciting new way to turn digital images into handmade, professional-looking albums of twelve glossy photos. All you need is a PC and Inkjet color printer. ZoomAlbum supplies everything else (software, photo sheets, album covers) to create these charming and lasting keepsakes. You can even print your own personalized covers.

CONTACT:

Ellen Marden ellen@zoomalbum.com 425.503.5458