

FOR IMMEDIATE RELEASE

Industry Veterans Say Digital Images Enhance Scrapbook Experience

Las Vegas, NV – PMA 2007 International Convention and Trade Show, March 8, 2007 – As consumers rapidly shift toward technology-based applications for digital images, scrapbook fans are embracing miniature photo albums as an innovative way to tell a story in pictures.

Doug Rowan, CEO of ZoomAlbum, Inc., known throughout the industry as a pioneer and leading driver of digital imaging says, "If you want a picture to be around for future generations, you must be able to print on archival paper so you can scrapbook it, because with scrapbooking you can tell a story or capture an event -and not just have a collection of photos.

Rowan says that his company's products are the ideal scrapbook solution, because ZoomAlbums provide consumers with an easy way to scrapbook their digital images in a printed photo format that:

- Offers a seamless way to sort, choose and arrange images for easy printing on photo paper that fits into an Inkjet printer
- Provides formatted, high-quality glossy photographic prints that can be folded and fit into an album cover with simple adhesive
- Uses a protective hard cover to safeguard photos from the damaging effects of light, and the wear and tear of handling.
- Allows for handcrafted, personalized embellishments to the outer cover.

According to Jeanne Wines-Reed, the Director of the Professional Scrapbook Retailers Organization of the Photo Marketing Association International (PMAI), "the opportunities for creative use of digital images among scrapbook fans are showing marked increases year after year." "According to the latest PMA survey, over 1 in 8 families in the U.S. completed a scrapbook project during 2005" says Jeanne, "and more families and scrapbookers are turning to technology-based aids to this growing trend of capturing memories in pictures." Commenting on ZoomAlbum's popularity, Wines-Reed noted that "these little albums have a charm all of their own, and their portability gets them off the coffee table and out into families and in the hands of friends so that memories can be shared anywhere."

About ZoomAlbum, Inc.

ZoomAlbums™ (www.zoomalbum.com) are an exciting and patented new way to turn digital images into handmade, professional-looking albums of 12 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. The software is easy to use, and you can insert text, add captions, rotate, flip, zoom and crop photos. You can even print your own personalized covers on these charmingly small, 3" x 3" miniature albums.

CONTACT:

Ellen Marden ellen@zoomalbum.com 425.503.5458