



For Immediate Release

ZoomAlbum™ and Independent Photo Imagers Ink New Alliance

Las Vegas, NV, Jan 30, 2006 – Executives of ZoomAlbum, Inc. and Independent Photo Imagers (IPI) announced details of a program to move ZoomAlbum™ products out among the 600 storefront locations that participate in IPI's network of independent photographic sales and service businesses.

ZoomAlbum™ makes and sells kits for making 3"x3" mini-photo albums using just a PC and home Inkjet printer. Albums are printed on a single sheet of high quality glossy paper that folds into a crisp little booklet of photos that is inserted into a provided hardbound cover. The albums have caught on with photo enthusiasts, scrap bookers and professional photographers around the world.

Brent Bowyer, IPI's CEO says "We have selected ZoomAlbum as a preferred vendor because they share our understanding that photographic prints are still one of the best ways to enjoy photos. Adding ZoomAlbums to the product mix that our members offer is a natural fit, and individual customers will now have a new way to save and share their photos." Bowyer cited the success of IPI's website system as valued information and buying source for the hundreds of retail photography shops that constitute the IPI membership.

Doug Rowan, ZoomAlbum CEO says, "We're very pleased with ZoomAlbum's acceptance by professional photographers, and teaming with IPI is a natural extension of our products out into the consumer marketplace. Now, IPI members will be able to show their customers that there's a fun new way to save and share their photo memories."

Each ZoomAlbum contains 12 photos, and the product line includes variations of kits for making covers that can be personalized with a wraparound photo or embellished as a craft or scrap booking project.

About Zoom Album, Inc: Headquartered in Seattle, ZoomAlbum, Inc. sells photo albums that capture memories on high quality paper in a hardbound cover. These charmingly small albums are made in Japan following a patented process. ZoomAlbums are ideal handmade gifts that bring instant appreciation and long lasting value. The company is privately held. Visit www.ZoomAlbum.com for more information.

About IPI: IPI is a non-stock trade association whose members own and operate approximately 600 storefront locations throughout every state of the U.S. IPI's mission is to provide opportunities for communication, information exchange, and education; facilitate privileged pricing; and assimilate relevant product, goods, services, market, and business management information. More information can be found at: www.ipipphoto.com

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