



**For Immediate Release**

## **ZoomAlbum™ Available for Mac OS**

### ***Lets iPhoto 6 Users Create and Share Miniature Albums Made in Minutes***

**Seattle, WA – July 31, 2006 –** ZoomAlbum™ ([www.zoomalbum.com](http://www.zoomalbum.com)) software is now available for Mac OS X users. This easy-to-use software takes just minutes to turn digital images into handmade, 3”X3”, professional-looking mini-albums that fit into the palm of your hand. ZoomAlbums are the perfect complement for iPhoto 6 (<http://www.apple.com/ilife/iphoto/>) users who can now immediately create and share albums, instead of ordering online and waiting for their albums to be shipped.

ZoomAlbums, which contain twelve photos printed on glossy, high-quality paper, are extremely easy to create. Its Mac software automatically lays out images from iPhoto library into the ZoomAlbum book format, and with ZoomAlbum Creator™, you can rotate, crop, zoom, re-arrange and add text to customize your album and create “stories” that make your album come alive. The hardest part is deciding on which 12 photos to print!

“Imagine how much fun it is to create albums you can share during vacation, pass around at your wedding, or give as a bridal shower gift, ‘Timmy’s first day at the zoo’, holidays with the family, office parties; the possibilities are endless because with ZoomAlbums, you don’t have to wait,” said Doug Rowan, ZoomAlbum CEO. Continued Rowan, “We recognize that Mac is the platform of choice for many professional photographers; making ZoomAlbums are a great way for them to increase sales and provide instant gratification for their customers.”

ZoomAlbum photo sheets come with easy-to-follow instructions (on the back of each sheet) that walk you through an origami-like folding routine that produces, with the help of simple adhesive backing, a five-page booklet with images on both sides of each page, and one on each inside cover. You can also print your own album covers.

To make a ZoomAlbum, all you need is a PC (Windows or Mac) and an Inkjet color printer. ZoomAlbum supplies everything else (software, photo sheets, album covers) to create charming and lasting keepsakes.

ZoomAlbums are ideal for the whole family, and can be created in just minutes:

1. **Choose Photos** – Download the latest ZoomAlbum Creator software from [www.zoomalbum.com](http://www.zoomalbum.com) at no cost. Simply insert or drag-and-drop images from your computer, digital camera or cell phone into the boxes on your computer screen. Rotate, crop, zoom, re-arrange and add text to customize your album.
2. **Print Page** – Set your printer to glossy photo paper and high quality; print the page onto our exclusive, high-quality photo paper. Your entire album will emerge on a single sheet, ready for assembly.
3. **Assemble Album** - Fold your printed photo sheet, press the pages together, and insert the folded sheet into your ZoomAlbum cover for your finished pocket-sized photo album.

#### **About Zoom Album, Inc.**

ZoomAlbums are an exciting and patented new way to turn [digital images](#) into handmade, professional-looking albums of twelve glossy photos. These high-quality little albums fit right into the palm of your hand. All you need is a PC and Inkjet color printer. ZoomAlbum supplies everything else to create charming and lasting keepsakes.