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Adorama Announces Winners of the First Annual APPOS™ - Photo App Awards for the iPhone

Top 10 winning Apps selected from among the most frequently used Apps in Adorama's iPhone Photography Contest

New York, NY (June 29, 2010) – Adorama (www.adorama.com), one of America's premier photography and consumer electronics resellers, announces the winners of the first annual APPOS - iPhone App Awards for Photography. The annual APPOS Awards are designed to spotlight the rapid rise in popularity of the iPhone as a new platform for digital point-and-shoot photography and to recognize developers of outstanding photo Apps.

The top 10 winning Apps were selected from among the most frequently used Apps in more than 17,000 images submitted into Adorama's first annual iPhone Photography Contest. The winning Apps, available on the App Store at iTunes, are:

- Photoshop.com Mobile
- CameraBag
- Best Camera
- Photogene
- TiltShift Generator – Fake Miniature
- ShakeItPhoto
- Hipstamatic
- PhotoForge
- Lo-Mob
- Photo fx.

“Adorama's first ever APPOS Photo App Awards not only honor software applications and their talented developers, it highlights the endless creative possibilities of using an iPhone as a point-and-shoot camera,” said Ahron Schachter, Adorama spokesperson. “The way users have embraced photo Apps to apply creative enhancements to their photography underscores the widespread acceptance of the mobile imaging platform as a worthwhile photographic tool for sharing images.”

With more than 2,000 photography-related Apps in the Apple iTunes App Store for photography, iPhone owners are using this software on their phones to expand and

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creatively explore photography in ways not even imaginable on a standard point-and-shoot camera, no less a cellphone camera. These Apps (software programs that load on an iPhone or iPod Touch) are turning the iPhone into a very powerful photographic tool for capturing, editing and manipulating all types of photographic images and graphics right on the iPhone or iPod Touch (no computer needed).

Adorama plans on future mobile imaging contests that will include and highlight the rise in creative photo opportunities with all mobile devices including Android, Windows Phone and more.

For more information about the APPOS award winners and iPhone Photo Contest visit the Adorama web site at: <http://contest.adorama.com/> .

About Adorama

For more than thirty years, Adorama Camera, Inc. headquartered in New York, NY, has been one of the nation's largest retail and mail order suppliers serving professionals as well as amateurs in the photographic, video, digital imaging, consumer electronics and telescope/binocular fields. Adorama prides itself on offering the best combination of quality services, selection, knowledgeable staff, and competitive pricing. For more information about Adorama's products, services, and the unique Adorama educational services visit www.adorama.com.

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