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FOR IMMEDIATE RELEASE

AsukaBook USA Showcases and Previews New Products at WPPI 2010

*In addition to an award-winning book format, increased design opportunities,
and completed AsukaBook orders shipping in 3 weeks guaranteed, AsukaBook gives a
sneak peek at two new book lines*

Las Vegas, NV, WPPI Booth #1619 (March 8, 2010) – AsukaBook USA, producer of the finest quality coffee table style books and a division of Kubota Photo Design Inc., showcases an award-winning new album choice and faster turnaround time on orders for professional photographers and designers looking to offer their clients high quality products and faster than ever service. In addition, two new book lines, available March 17, 2010, are being previewed at WPPI 2010 at the MGM Grand in Las Vegas, NV.

“The addition of new book lines enables AsukaBook to continue to offer today’s busy professional photographer with a wide range of products sure to please any client,” said Sarah Calahan, Business Development Director of AsukaBook USA. “Our line of award-winning custom-produced products have proven to be profitable products for today’s demanding professional photographer and treasured keepsakes for their clients. And, now with our 3 week guaranteed turnaround time on approved orders, photographers can provide their customers with a finished high quality product in record time.”

New Zen Lay-flat Book Line

Available March 17, 2010, the new Zen Lay-flat is a superior quality lay-flat style book. The beautiful laminate finish protects the pages and continues seamlessly into the binding of the book. This patent-pending, invisible binding allows for full image display with no gutter loss. The lay-flat line is available in AsukaBook’s traditional hard cover and EX book formats with the choice of Laminate Matte or Glossy page finish.

New Neo Classic Book Line

Also available March 17, 2010, the new Neo Classic book line is a more traditional style with thicker, board type pages. The pages are available in a Laminate Matte or Glossy finish and are printed in exquisite 6-color. The chic, glossy cover is fully designable and the book is showcased in a unique, customizable slide-in presentation case. There is a space to insert a DVD or CD of images to complete this classy ensemble.

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AsukaBook USA • Kubota Image Tools • Red Boot Design
Divisions of Kubota Photo Design, Inc.

Book Bound EXD

AsukaBook's new Book Bound EXD line, recently awarded a 2010 Hot One Award from *Professional Photographer* magazine, allows the photographer or designer to custom design the slide in box for the book with images, text and more. The Book Bound EXD line includes an EX book with a printed hard cover and a matching printed book jacket with customizable inside flaps. The book is presented in a custom designed book case.

Shorter Turnaround Time on Orders

In addition to new product offerings, AsukaBook has now shortened its turnaround time for finished orders from 4 weeks to 3 weeks guaranteed. AsukaBook now guarantees that a photographer's order will be shipped within 3 weeks of their final approval date. And for photographers who need an order even faster, AsukaBook's \$40 Rush program will get their order shipped within 10 business days of the final approval date.

For more information about the complete line of AsukaBook products, a video tutorial is available at: http://asukabook.com/home_tutorials.html#Anchor-61857.

About Asukanet

Asukanet Co., Ltd. is based in Japan. Since 1995 Asukanet has been creating digital photo collection products for Japan's professional photographers. Asukanet produces over 200,000 coffee-table style books annually for Japanese customers. Asukanet is listed on the Tokyo Stock Exchange Market. Asukanet launched AsukaBook USA in the U.S. in March 2005. This division services the U.S. and international markets.

Asukanet is widely endorsed by professional photographers and graphic designers because of the superior quality of its products. Asukanet is also working with some of the major digital camera makers to develop new methods for exhibiting photography through its superior printing techniques. Visit www.asukabook.com for more information.

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