



FOR IMMEDIATE RELEASE

**ExposureManager's *BuyThisImage!* – an Easy-to-Use Widget that Lets Photographers and Artists Quickly and Easily Profit from Their Online Images – Announces New Features**

*Free widget to help photographers build revenue now features self-fulfillment option and more*

**Torrance, California (February 16, 2009)** – ExposureManager, a full service online sales resource and photo processing lab, announces new features for *BuyThisImage!* – a first-of-its-kind free web service that gives users the chance to create online revenue from the original photographs, illustrations and artwork they post to their blogs and websites. *BuyThisImage!* ([www.buythisimage.com](http://www.buythisimage.com)), is a simple to install widget that changes the way photographers and artists make their work available for sale to their audience.

Starting February 20, 2009, photographers and artists can choose how to fulfill all print orders. Choices include fulfillment (print and shipping for a nominal fee) through *BuyThisImage!* or self-fulfillment which allows users to sell a print and take care of printing and shipping themselves (or use another lab). In addition, users can now sell any digital products including digital image files, screensaver files, pdf documents, etc. through *BuyThisImage!*

“These new features have been repeatedly requested by users since the launch of *BuyThisImage!* late last year,” said Donovan Janus, CEO of ExposureManager. “The launch of these new features gives our users more freedom to conduct their business the way they want, with as much or as little help from us as they need. We realize that not everyone who posts to the web is set up as a business, which is why *BuyThisImage!* makes sense. We can handle all e-commerce transaction issues and send monthly payments to our subscribers whenever images are sold. Or for users that wish to be more involved, they can now set their own shipping prices and print as they wish.”

*BuyThisImage!* is compatible with all popular web browsers. Visitors to the poster's website or blog select specific images featuring the *BuyThisImage!* link and via drop-down check boxes, select to buy high quality photographic prints in sizes ranging from 5x7 inches up to 40x60 inches or as images printed on a number of specialty items such as coffee mugs, mouse pads and T-shirts. Pricing for the images and items for sale are pre-loaded at suggested retail prices but

-more-

can also be adjusted based on image value as determined by the poster. If desired, products can also be configured for sale at cost.

This revolutionary new widget can be incorporated into personal blogs or websites with a few easy steps. To begin, the user just creates a free account on [www.buythisimage.com](http://www.buythisimage.com); quickly installs the widget on their site; then selects which images they want to sell. With registration, an account is set up with BuyThisImage!, which is built on the sales platform of ExposureManager. BuyThisImage! can handle the entire consumer purchase behind the scenes—from initial ordering to printing, shipping and handling—for a nominal transaction fee that includes credit card processing. Once a person purchases an image, the poster is notified to upload a high resolution file to their BuyThisImage! account for processing. Net proceeds are paid directly to posters by BuyThisImage! on a monthly basis.

For more information on *BuyThisImage!* – or to view a demo video – visit [www.buythisimage.com](http://www.buythisimage.com) .

### **About ExposureManager**

Headquartered in Torrance, California, ExposureManager was established in 2004 by Donovan Janus and Rhessa Rozendaal. ExposureManager is a full-service online sales resource that makes it easy for photographers to sell their images via their online galleries/storefronts and then fulfill those orders with their in-house processing lab. For more information visit [www.exposuremanager.com](http://www.exposuremanager.com)

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