



FOR IMMEDIATE RELEASE

ExposureManager Announces Availability of E-Mail Marketing Tools for Premium Account Members

Enhanced e-mail functionality helps photographers stay in touch with their customers and increase their profits from the sale of their photography

Torrance, CA (May 27, 2009) – ExposureManager (www.exposuremanager.com), a customizable full-service online sales resource for photographers, announces the availability of new e-mail marketing tools for all Premium Account members. The ExposureManager Premium Subscription service was created to help increase print and merchandise sales for photographers. ExposureManager’s behind-the-scenes marketing support provides a convenient e-commerce solution for busy photographers through every step from order placement to print production and shipping of the final product.

“The features included in our Premium Subscription are designed specifically to help photographers with their daily business needs so they can spend time more profitably behind the camera,” said Donovan Janus, CEO of ExposureManager. “The availability of these new e-mail marketing tools further enhances a photographer’s ability to quickly and easily reach their customers and increase sales.”

ExposureManager’s Premium Account allows photographers to have advanced e-mail marketing tools. Now available for use by Premium Account photographers, the new easy-to-use e-mail marketing tools include:

- **Viewing Saved Favorites / Carts of Customers** – The Premium level account lets photographers easily view saved favorites and saved “cart” images of their customers and visitors.
- **Email - Verification** – This feature creates an automatic verification process where anyone entering their email address for any reason will have that email address verified as valid. This measure prevents the use of phony email addresses to gain access to the features built into the site.
- **Email "Blasts"** – This feature enables photographers to send out customized emails using a template. Email “blasts” can be sent to all or some of the emails that have been collected from a user’s site. Photographers control when these blasts are sent, and they can include unique coupon codes to encourage timely sales.
- **Email Reminders** – This feature lets users send out email reminders to all those potential customers who have "favorites" or cart images saved, who have not yet

- purchased. The email reminder can also include a coupon code as an incentive to encourage sales.
- **Thank You Emails** – This sends out an automatic “Thank You” email to anyone who makes a purchase. The photographer can include a coupon code to encourage additional sales.
 - **Special Email Access** – Photographers can predetermine who gets access to a gallery based on one or more email addresses they enter in advance. Only customers entering with those email addresses are allowed in.
 - **Conditional pricing by Email** – Users can predetermine special pricing by designating a special, separate price sheet, conditional on the person's email that enters the gallery.

Using all the above email tools allows photographers to increase the number of customers who visit their website and view photos. Some photographers who have tested these sales tools report 40-60% increases or more in viewership conversion to sales. These e-mail marketing tools permit photographers to expand their profitable relationship with their potential customers.

The monthly price to subscribe to ExposureManager’s premium package is \$24.99 and the yearly price is \$249.99.

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. ExposureManager deducts a nominal commission as its fee from the retail price of each sale. That commission covers credit card processing fees. ExposureManager then sends a check to the account holder at the beginning of each month. For more information visit www.exposuremanager.com.

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