



ExposureManager Announces New Pro Lab Direct Printing System for Sports and Event Photographers

EM Photo Day system offers sports, school and group photographers an efficient way to handle handwritten orders

Torrance, CA (August 19, 2009) – ExposureManager (www.exposuremanager.com), a customizable full-service online sales resource for photographers, announces EM Photo Day – an efficient new order placement system for photographers using handwritten order forms.

ExposureManager's latest offering to its community of photographers who cater to sports leagues, groups, schools, special events such as school dances, dance troops, theater groups or any other situation wherein orders are taken in writing by the photographer, is available now.

"While online sales are a profitable business for our photographers, ExposureManager understands that it is still common practice for photographers to distribute forms at events to be completed by hand," said Donovan Janus, CEO of ExposureManager. "With EM Photo Day, ExposureManager is happy to be a partner in fulfilling those orders by providing photographers with the tools they need to make ordering easier while offering top-of-the line pro lab products and quality printing services to provide the best possible prints and products for the photographer's clients."

How it Works

To get started, for each photo day or event, photographers just send ExposureManager the blank order form they'll be using for their event. EM Photo Day staff will then configure the order entry interface and set-up the price sheets. Once the photo day or event is complete, a CD or DVD of the images or an FTP link must be sent to ExposureManager for import into the system. As an added service, the completed handwritten order forms can be sent along with the image files to ExposureManager (on disc, via FTP link or they can be sent in paper form) for data entry/order processing to be completed by EM Photo Day staff for a nominal fee or the photographer can keep the original order forms and place the orders themselves online. The order entry screens will appear much the same as the order form making the process easy to complete.

The EM Photo Day System also allows for the creation of personalized products such as trading cards and magazine covers. Photographers can create their own graphical templates following ExposureManager's basic structural guidelines and ship one-of-a-kind products to their customers. The system presently allows for Digital Memory Mates and Event Tickets as

well. Should a photographer wish to utilize graphical templates using their own guidelines, they can do so for a small set-up fee.

The EM Photo Day System allows photographers to fully preview all the images to be ordered along with the capability to review any customized products too, as they will print, so as to catch any mistakes, saving time and money.

And just as with ExposureManager's online gallery sales, the EM Photo Day System features full white label processing and shipping so all packing lists feature the photographer's name and logo.

About ExposureManager

Headquartered in Torrance, California, ExposureManager was established in 2004 by Donovan Janus and Rhesa 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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