



FOR IMMEDIATE RELEASE

GoingPro™ Takes Off After Successful Launch

Hits the quarter million mark in page views in first two months

Akron, OH & Gig Harbor, WA (June 3, 2010) – In what has become the fastest growing new project in professional photography, GoingPro (<http://www.goingpro2010.com>) announced today they've hit the quarter million mark in page views just two months after start-up of their new blog.

Earlier this year, Skip Cohen's Marketing Essentials International (MEI) and Scott Bourne's Bourne Media Group (BMG) formed GoingPro (<http://www.goingpro2010.com/>), a totally new program providing educational opportunities and business advice for emerging professional photographers interested in all styles of photography including wedding, portrait, nature, commercial, stock, photojournalism, fine art and more.

"The response from the photographic community has been incredible. Feedback from the public has been so positive. We're working hard to keep expanding content, podcasts and even sponsorship," commented Scott Bourne, GoingPro Co-Founder. "We're also very excited to now have Pictage on board as a sponsor. In the months ahead we'll be talking about their strong pro community and full range of marketing services, hosting features and time-saving professional services as great blog themes to help our readers/listeners become more professional and successful as photographers."

Also new to the list of growing sponsors are Nik Software, X-Rite, Tenba, Induro, Benro, Profoto, PocketWizard, Sekonic, ExpoImaging and Animoto. GoingPro has a total of 16 different companies sponsoring it including WHCC, the first company to recognize the strength of the project, Marathon Press, SmugMug, Asukabook and Kubota Image Tools.

"We've been very selective in companies we want involved, staying focused on the best of the best for photographers making the transition to the pro market," said Skip Cohen, GoingPro Co-Founder.

Activity has been off the chart on every aspect of GoingPro with the following benchmarks in its first two months:

- Five podcasts, each covering a different aspect of professional photography have now been downloaded more than 150,000 times.
- Activity on the blog totals more than 125,000 page views a month.
- There are more than 50 different posts on the blog, each covering an important aspect of being a professional photographer.
- More than 500 photographers have commented on the various posts.

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- @GoingPro2010 has more than 3,400 followers after just seven weeks on Twitter!
- The GoingPro2010.com blog is so strong that in its first two weeks it made Alltop's list of great sites in photography.

Simon Anderson, Chief Marketing Officer for Pictage said, "In just two months Scott Bourne and Skip Cohen have contributed an amazing amount of outstanding helpful content for photographers at all levels of business expertise. We're honored to partner with GoingPro to help emerging professionals get their careers off to a great start."

About GoingPro

GoingPro encompasses a book to be published by Random House late spring 2011, the GoingPro Blog www.GoingPro2010.com, monthly educational webinars and podcasts, a national mini-tradeshow and conference (to be held annually rotating between San Francisco, CA and Boston, MA starting later this year), and training DVD (available later this year) which will contain educational materials compiled from the national tradeshow, webinars, podcasts and live recordings with Skip Cohen and Scott Bourne.

GoingPro2010.com blog is the hub for all GoingPro activity and is a gathering place both for photographers who are interested in learning more about the GoingPro program and those who are already involved with GoingPro.

At least once each month, Skip and Scott publish the GoingPro podcast or webinar. This free radio-style podcast is available online through sources such as Apple's iTunes Store and the Zune Marketplace for photographers who want to keep up-to-date on the activities of the GoingPro program. Skip and Scott also provide valuable, free information on the business side of photography during each podcast.

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Contact:

Skip Cohen

President, MEI

PH: 330-867-1006

e-mail: skip@mei500.com

Steve Rosenbaum/Leigh Nofi

S.I.R. Marketing Communications, Inc.

PH: 631-757-5665

e-mail: sir@sironline.com / leighnofi@sironline.com

Scott Bourne

President, Bourne Media Group

PH: 253-851-6800

e-mail: scottbourne@mac.com