

For Immediate Release

S.I.R. Marketing Communications, Inc. Selected as Agency of Record for JOBO AG

Northport, NY (June 23, 2006) – S.I.R. Marketing Communications, Inc. (www.sironline.com) announced today that they have been selected the agency of record for Gummersbach, Germany-based JOBO AG (www.jobo.com). JOBO AG is known best for their line of JOBO GIGA media storage devices for digital camera users and Sagem Photo Easy™ photo printers.

S.I.R. Marketing Communications was chosen because of its knowledge and experience across a broad spectrum of imaging topics ranging from the latest digital imaging hardware, software and advances in desktop/Internet publishing technologies as well as traditional camera and film-based, analog photographic technologies.

The Agency offers strategic Public Relations solutions and imaginative, results-oriented tactics that flawlessly cross over between consumer, professional and technical writing, to trade shows and special events, as well as CD-ROM and Web-based publishing and promotional activities. S.I.R. Marketing Communications maintains ongoing relationships with the world's leading photographic, digital-imaging and high tech writers. The relationships between the Agency and these journalists are built on strong foundations of mutual trust and respect, often over many years.

“S.I.R. Marketing Communications’ high tech principles remain a cornerstone for the Agency's operations,” said Steven I Rosenbaum, president of S.I.R. Marketing Communications, Inc. “As a result, our clients recognize that we encourage high tech solutions where they are appropriate and that we have the wisdom and experience to recommend time-tested, traditional methods for specific projects, where and when they make the most sense.”

As Public Relations specialists in the photographic and high tech digital imaging fields, S.I.R. Marketing Communications’ client roster includes multinational corporations offering a variety of products, technologies and services to the consumer, professional and business-to-business imaging markets. For eight years, S.I.R. Marketing Communications has launched highly successful PR campaigns for leading high tech companies in the imaging industry including Konica Minolta Photo Imaging, Minolta Corporation, Applied Science Fiction, Foveon, Simple Star, Photographic Research Organization (PRO), Photo Marketing Association International (PMA) and Indigo. S.I.R. Marketing Communication, Inc.’s current clients in the imaging industry include DxO Labs, Lensbabies, Nik Software, Inc. and Phanfare, Inc.

About JOBO AG

JOBO is a family-owned company now in its third generation of family leadership. Having been founded in 1923, it has built up a reputation for quality, professionalism, and commitment. These core values remain their keys for continuous success in times of vast technological changes, growing markets, and globalization.

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Through innovation and ingenuity JOBO has created standards within the imaging industry. For example, JOBO created the product class of small-volume, high-quality photo processors. And NASA pictures of the first flight to the moon (Apollo 11) were processed using JOBO equipment. Johannes Bockemühl, photography pioneer and founder of the company, first presented JOBO equipment at the trade show "Leipziger Messe". Since then, close interaction with photo dealers and end users has been critical in making JOBO an indisputable market leader in the world of photography.

About S.I.R. Marketing Communications, Inc.

Headquartered in Northport, NY, on Long Island's North Shore, S.I.R. Marketing Communications, Inc. is a leading Public Relations Agency offering unparalleled expertise in the photographic, high tech, consumer electronics and digital imaging fields. Providing our clients with the big agency experience and small agency attention, S.I.R. Marketing Communications also utilizes a common sense approach to building cost-effective programs to fit almost any budget.

The Agency was founded in 1998 by Steven I. Rosenbaum. This veteran photographer, journalist and Public Relations executive with 20+ years experience also established the Agency's philosophy to embrace technology for both internal as well as client-related activities.

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