

FOR IMMEDIATE RELEASE

JOBO Celebrates 85 Years in the Imaging Business

Company to display its full line of imaging products for the 30th time at photokina

Cologne, Germany (September 22, 2008) Photokina Hall 5.1, Stand A010 / A018 – JOBO AG proudly celebrates its 85th Anniversary in the imaging business as it showcases its full line of imaging products for the 30th time at photokina 2008 – World of Imaging.

“For 85 years, JOBO has been providing high-end imaging products from the days of traditional silver halide products to today’s advanced digital imaging accessories without missing a beat,” said Johannes Bockemühl, CEO of JOBO. “As the industry grows and advances, so do we because that’s what our customers have come to expect. It’s an honor for me as it was for my father and his father before him to be showcasing our new line of products at photokina for the 30th time since photokina began in 1950.”

JOBO offers the most innovative digital imaging equipment and accessories for photographers of all levels, including potable digital storage devices, digital picture frames, a soon to be released photo GPS device and digital minilabs.

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.

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.

JOBO is also one of the first exhibitors of the most important photo trade shows in the world – photokina, founded in 1950. This year JOBO celebrates its 85th anniversary and 30th time at photokina taking place in Cologne, Germany, September 23-28, 2008. Continuous close interaction with photo dealers and end users has been critical in making JOBO an indisputable market leader in the world of photography.

#

Contact:

Annika Hummerich
JOBO AG
Tel: 0049 2261 / 545-41
E-mail: a.hummerich@jobo.com
Web site: www.jobo.com

USA: Steve Rosenbaum/Leigh Nofi
S.I.R. Marketing Communications, Inc.
Tel: 631-757-5665
E-mail: sir@sironline.com / leighnofi@sironline.com
Web site: www.sironline.com

JOBO AG • Koelner Str. 58 • D-51645 Gummersbach
Tel. +49 (0)2261 / 545-0 • Fax +49 (0)2261 / 545-42 / -46 • Mail: info@jobo.com

Sparkasse Gummersbach-Bergneustadt (BLZ 384 500 00) 262 238