



AsukaBook USA • 62910 O.B. Riley Road • Bend, Oregon 97702 • (866) 330-1530

**FOR IMMEDIATE RELEASE**

## **New AsukaBook Product Wins *Professional Photographer* 2008 Hot One Award**

**Bend, OR (January 7, 2008)** – AsukaBook USA, a division of Kubota Photo Design, Inc., announces today that its new Varnish choice in the Book Bound EX line of Coffee Table Style books has won *Professional Photographer's* 2008 Hot One Award in the Contemporary/unmated Photo Album category.

“It’s an honor to receive this prestigious award from *Professional Photographer* magazine,” said Wendi Winfrey, Business Development Director of AsukaBook USA. “AsukaBook prides itself on listening to the needs of its customers and providing them with the high-quality presentation products they need to stay on the cutting edge in their business.”

The *Professional Photographer* Hot One Awards honor the photography industry's best new products for professional application. The mission of the awards is to provide *Professional Photographer* magazine's readership with a compendium of the newest, hottest, most innovative products available. Each year, *Professional Photographer* editors oversee a submission and judging process that calls on companies in all subfields of the photography industry. For the 2008 awards, nearly 150 companies competed in 58 categories. There were more than 220 total products entered in the contest, making this the biggest Hot One Awards ever.

### **Book Bound EX in Varnish**

Now available in Varnish, the affordable EX books offer photographers the highest in quality, color management, paper and finishes in a Coffee Table Style Book. The AsukaBook Book Bound EX line is unique in that it offers a beautiful book jacket with the same design on the jacket as on the cover. Also available with inside laminate pages with the option of a matte or glossy finish, the EX line fits in a high gloss red or black case with personalized hot stamping on the front.

In addition, AsukaBook has added an 11x12.5 inch option to the Book Bound EX line of products. This non square format has been highly requested by AsukaBook customers. Prices for the 11x12.5 inch Book Bound EX range from \$175 - \$262.

The entire line of AsukaBooks products will be on display in **Booth #1539** at **Imaging USA**.

### **About Asukanet**

Asukanet Co., Ltd. is based in Japan. Since 1995 Asukanet has been creating digital photo collection products for Japan’s professional photographers. Asukanet produces over 200,000 coffee-table style books annually for Japanese customers. Asukanet is listed on the Tokyo Stock

Exchange Market. Asukanet launched AsukaBook USA in the U.S. in March 2005. This division services the U.S. and international markets.

Asukanet is widely endorsed by professional photographers and graphic designers because of the superior quality of its products. Asukanet is also working with some of the major digital camera makers to develop new methods for exhibiting photography through our superior printing techniques. Visit [www.asukabook.com](http://www.asukabook.com) for more information.

**Contact:**

**Wendi Winfrey**  
AsukaBook USA  
(541) 317-5970  
[wendi@kubotaimagetools.com](mailto:wendi@kubotaimagetools.com)

**Steve Rosenbaum/Leigh Nofi**  
S.I.R. Marketing Communications, Inc.  
(631) 757-5665  
[sir@sironline.com](mailto:sir@sironline.com) or [leighnofi@sironline.com](mailto:leighnofi@sironline.com)

####