

AsukaBook EX Receives Prestigious 2007 Hot One Award *“EX” Coffee Table Books win the Contemporary/unmated Photo Album category*

San Antonio, TX (January 15, 2007) Booth 364 – AsukaBook USA (Asukanet) announces today at the Imaging USA show that the AsukaBook EX Coffee Table Book line has received the prestigious 2007 Hot One Award in the Contemporary/unmated Photo Album category from *Professional Photographer* magazine.

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. This year, more than 125 companies competed in just shy of 50 product categories. There were well over 200 total products entered in the contest. The awards were open to new or significantly revised products released between August 5, 2005 and December 31, 2006.

The Book Bound EX line is unique in that it offers inside laminate pages with the option of a matte or glossy finish and has a beautiful book jacket with the same design on the jacket as on the cover. This top of the line book fits in a high gloss red or black case with personalized hot stamping on the front.

“I love working for a company that listens to customers and always strives to provide them with what they are looking for. It is important to us that we stay on the cutting edge of the industry. At AsukaBook, we pride ourselves on always trying to fulfill the desires of our customers,” says Wendi Winfrey, Business Development Director of AsukaBook USA.

Like the original Book Bound Varnish AsukaBooks, the EX books offer the highest in quality, color management, paper and finishes in a Coffee Table Style Book and better yet, they are affordable!

“I received my EX 10x10 with glossy laminate pages recently and it's just amazing. Everyone I've shown it to has raved about it. The minute they see the slipcover they're already oohing and ahhing,” says AsukaBook customer, Anjella Roessler, from Victoria, Australia.

About AsukaBook USA

AsukaBook USA, a division of Asukanet Co., Ltd, breaks the mold for typical photographic image presentation with state-of-the-art printing technology, coffee table style books, and single copy production, at exceptional price points. With Photoshop®, and basic templates available at www.asukabook.com design possibilities are endless.

Strict color management and quality control, combined with hand binding, allow AsukaBook to create quality products that are without comparison. Color consistency and accuracy is AsukaBook's first priority. The company's printing press is calibrated every 100 printed pages.

This type of control is very rare in the printing industry. AsukaBook uses high quality, gloss paper that is approximately 100 lb. weight. Special inks are used that outlast the life of widely used press inks. The company's unique varnish and laminate coatings provide protection and color stability.

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