



AsukaBook USA • 19855 Fourth Street, Suite 105 • Bend, Oregon 97701 • (866) 330-1530

FOR IMMEDIATE RELEASE

AsukaBook USA Showcases New Products and Design Software at WPPI 09

Las Vegas, NV (February 16, 2009) WPPI Booth #1619 – AsukaBook USA, producer of the finest quality coffee table style books showcases at WPPI 09 new products, design software and an upgraded digital printing service for professional photographers and designers who are looking to offer their clients high quality album choices. AsukaBook USA, a division of Kubota Photo Design Inc., has a total of five different book lines available from which to choose.

“Many photographers are creating a variety of different projects and our goal is to meet those ever changing client needs, allowing photographers to make clients for life,” said Sarah Calahan, Business Development Director of AsukaBook USA. “AsukaBook prides itself on listening to the needs of its customers and providing them with the award-winning products and selection they need to stay on the cutting edge in their business. All of our high-quality custom-produced books have proven to be profitable products for today’s demanding professional photographer and treasured keepsakes for their clients.”

New Product Colors and Sizes

Making their debut this month are three new colors – white, pink, and baby blue – in the Book Bound LX (leather) and FLX (“faux” leather) product lines. New sizes are also available in all AsukaBook product lines, including new horizontal and vertical sizes 11x8, 8x11, 10x7, 7x10, and 5.5x8. AsukaBook will begin offering all available page finishes (lamine matte, lamine glossy and varnish) in each book line as well as 10 side increments from 10 up to 100 sides.

AsukaBook Maker

In addition, AsukaBook announces its new design software, AsukaBook Maker, available starting March 3, 2009 as a free feature to all AsukaBook customers. AsukaBook Maker is new comprehensive design software that includes high quality image editing features as well as layout templates, sloppy borders, masks, actions and many other image enhancement tools.

Exquisite 6-color printing

AsukaBook is proud to also announce that the company will be upgrading to exclusive 6-color digital printing beginning this month. This new state-of-the-art printing is unmatched in quality. Customers will see more accurate colors and smoother, more natural gradients in both color and black-and-white images.

New Patented Hard Cover

Through extensive research and hard work AsukaBook also announces that the company will be

increasing the quality and durability of its hard cover book line. AsukaBook will be using a smoother, harder material featuring a finish like glass in its hard cover books.

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 for more information.

#

Contact:

Sarah Calahan

AsukaBook USA
(866) 330-1530, ext. 711
sarah.c@kubotaimagetools.com

Steve Rosenbaum/Leigh Nofi

S.I.R. Marketing Communications, Inc.
(631) 757-5665
sir@sironline.com