S.I.R. Marketing Communications, Inc. Selected as Agency of Record for Kubota Image Tools

Northport, NY (July 18, 2006) – S.I.R. Marketing Communications, Inc. (www.sironline.com) announced today that they have been selected the agency of record for Kubota Image Tools (www.KubotaImageTools.com). Created by world-renowned Wedding Photographer Kevin Kubota, Kubota Image Tools focuses on teaching creative and useful digital photography techniques to photographers around the world. Kevin teaches through his seminars and has also created software products such as *Photoshop® for Digital Photographers*, *The Digital PhotoFlow™*, and *The Digital RAW Workflow*, to train photographers and make their workflow more efficient.

S.I.R. Marketing Communications was chosen by Kubota Image Tools 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.

"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, JOBO AG, Lensbabies LLC, Nik Software, Inc. and Phanfare, Inc.

About Kubota Image Tools
Kubota Image Tools grew from the digital experience of Kevin Kubota who began pioneering the field of completely digital wedding photography in the 1990s. As one of the first photographers to master digital imaging, Kevin became inspired to share his experience and natural teaching ability with other photographers by founding the original Digital Photography Bootcamp™ which consistently sells out. He has successfully trained thousands of photographers to make the digital transition and continuously empowers existing digital photographers with new, effective workflow ideas and outstanding Photoshop® techniques.

Other software products from Kubota Image Tools include: Kubota Artistic Tools Vol. 1 and Vol. 2, Kubota Productions Tools Vol. 1, AutoAlbum™ Vol. 2, and Sloppy Borders Vol.1. Kevin Kubota's wedding, portrait and commercial photography Web site is www.KubotaPhotoDesign.com.

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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