



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

FOR IMMEDIATE RELEASE

AsukaBook USA Announces New Products

In addition to a new book format and increased design opportunities, completed AsukaBook orders now ship in 3 weeks guaranteed

Bend, OR (July 23, 2009) – AsukaBook USA, producer of the finest quality coffee table style books, announces a new album choice, a new book size available in all lines and faster turnaround time on orders for professional photographers and designers looking to offer their clients high quality products and faster than ever service. AsukaBook USA, a division of Kubota Photo Design Inc., now has a total of six different book lines available from which to choose.

“The addition of a new book line and new book size enables AsukaBook to continue to offer today’s busy professional photographer with a wide range of products sure to suit any client’s needs,” said Sarah Calahan, Business Development Director of AsukaBook USA. “Our line of award-winning custom-produced products have proven to be profitable products for today’s demanding professional photographer and treasured keepsakes for their clients. And, now with our 3 week guaranteed turnaround time on approved orders, photographers can provide their customers with a finished high quality product in record time.”

New Book Bound EXD

AsukaBook’s new Book Bound EXD line allows the photographer or designer to custom design the slide in box for the book with images, text and more. The Book Bound EXD line includes an EX book with a printed hard cover and a matching printed book jacket with customizable inside flaps. The book is presented in a custom designed book case.

New Book Size

AsukaBook introduces today a new size of book, featuring a landscape/horizontal layout, available in all book lines. This new horizontal book format measures 8 x 5.5". It’s the perfect book size to offer clients looking for guest books, baby books, senior books, parent albums and first birthday collections.

Shorter Turnaround Time on Orders

In addition to new product offerings, AsukaBook has now shortened its turnaround time for finished orders from 4 weeks to 3 weeks guaranteed. AsukaBook now guarantees that a photographer’s order will be shipped within 3 weeks of their final approval date. And

for photographers who need an order even faster, AsukaBook's \$40 Rush program will get their order shipped within 10 business days of the final approval date.

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 its superior printing techniques. Visit www.asukabook.com for more information.

#

Contact:

Sarah Calahan

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

Steve Rosenbaum/Leigh Nofi

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