

## FOR IMMEDIATE RELEASE

### **AsukaBook Launches Three New Products at PhotoPlus Expo in New York City**

**New York, NY – PhotoPlus Expo Booth #554 (October 18, 2007)** – AsukaBook USA, a division of Kubota Image Tools, introduces today three new products at the PDN PhotoPlus International Conference + Expo 2007. Making their debuts are the new Book Bound LX, Book Bound FLX and a new Varnish choice in the Book Bound EX line.

“AsukaBook prides itself on listening to the needs of its customers and providing them with the products they need to stay on the cutting edge in their business,” said Wendi Winfrey, Business Development Director of AsukaBook USA. “These high-quality custom-produced books enhance our full line of profitable products available to today’s demanding professional photographer.”

#### **Book Bound LX**

AsukaBook’s premium genuine leather cover is available for photographers who want classic elegance to finish off their AsukaBook project. A timeless look with beautiful simplicity, this cover option is available with selected sizes of the company’s books, and with either Varnish or Laminate page finishes. Text embossing is available on the cover in a classic font with hot stamping. AsukaBook uses all natural hides so some slight variations in the textures and color may occur - lending to the uniqueness and authenticity of the product. Prices for the Book Bound LX line range from \$292 - \$432.

#### **Book Bound FLX**

For photographer’s who prefer to offer their clients an "Animal Friendly" product, while still providing the look and feel of fine leather, AsukaBook’s Book Bound FLX line is the perfect option. This faux "leather" has a natural leather feel to it and it is very consistent in look from order to order. Prices for the Book Bound FLX line range from \$172 - \$312.

#### **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 is adding 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 are on display in Booth #554 at the PDN PhotoPlus International Conference + Expo 2007.

### **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.

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