

For Immediate Release

S.I.R. Marketing Communications, Inc. Selected as Agency of Record for Lensbabies™

Northport, NY (March 8, 2006) – S.I.R. Marketing Communications, Inc. (www.sironline.com) announced today that they have been selected the agency of record for Portland, OR-based Lensbabies (www.lensbabies.com), creators of the Original Lensbaby and the new Lensbaby 2.0. Lensbabies are selective focus SLR camera lenses. Lensbabies bring one area of a photographer's photo into sharp focus, with that "sweet spot" surrounded by graduated blur. For maximum creativity, photographers can then move the sweet spot to any part of their photo by bending the flexible lens tubing.

S.I.R. Marketing Communications was chosen 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.

The Agency offers strategic Public Relations solutions and imaginative, results-oriented tactics that flawlessly cross over between consumer, professional and technical writing, to trade shows and special events, as well as CD-ROM and Web-based publishing and promotional activities. S.I.R. Marketing Communications maintains ongoing relationships with the world's leading photographic, digital-imaging and high tech writers. The relationships between the Agency and these journalists are built on strong foundations of mutual trust and respect, often over many years.

"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 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, Konica Minolta Photo Imaging, Nik Software, Inc. and Phanfare, Inc.

About Lensbabies

Lensbabies, LLC is a Portland, Oregon based manufacturer and marketer of selective focus SLR camera lenses. Lensbabies was launched in February 2004 by Craig Strong, a professional photographer and the inventor of the patent pending Lensbaby selective focus SLR lens.

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Lensbabies sells to photographers all over the world through its website, www.lensbabies.com, at tradeshows, and through specialty photographic equipment retailers.

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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