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Phanfare Offers Public API

*Application Programming Interface enables third-party developers to extend Phanfare;
Plug-in for Apple's Aperture and a Windows Screensaver already available*

Metuchen, NJ (January 26, 2007) – Online photo and video sharing service Phanfare announced today the immediate availability of the Phanfare Application Programming Interface (API) enabling third party developers to develop customized applications to enhance the Phanfare photo sharing experience and create widgets for use with blogs and websites.

“By providing this API we are empowering the community to extend the Phanfare experience,” said Andrew Erlichson, Phanfare’s CEO. “The Internet is inherently a collaborative environment and by opening up Phanfare to third party development we leverage the collective power of the community to implement interesting ideas more quickly.”

The Phanfare Public API allows developers to build widgets and web mashups that can store and retrieve Phanfare customer photos and videos from the Phanfare service. Phanfare will be hosting Widgets created by the community on its site so that other Phanfare users can take advantage of them. And Phanfare has also created their wish list of widgets that they hope developers will build.

An initial set of Widgets is already available:

- A Windows screensaver that turns any computer into a digital picture frame, pulling down the latest photos from a Phanfare account; perfect for the grandparents.
- A plug-in for Apple’s Aperture software program that allows Aperture users to push photos directly to the Phanfare service from the Aperture program.
- A script to pull the latest album or latest images from a Phanfare account into a blog.

For more information about this Phanfare API or to obtain a Phanfare API key please visit: www.phanfare.com/API . The new Screensaver is currently available for Windows. A Mac version will be available soon. For more information about the Windows Screensaver please visit: www.phanfare.com/screensaver .

Phanfare is available for \$54.95 per year, \$6.95 per month or \$299.95 for a lifetime membership and is PC and Mac compatible. A 30-day free trial is available via download for both Mac and PC. The Phanfare service is free to nonprofits, schools, and religious groups.

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About Phanfare

New Jersey-based Phanfare, Inc. provides the fastest, easiest, most secure way to share and protect all your photos and videos. For life. Phanfare's subscription-based online photo and video sharing service provides users with private, permanent, polished, advertising-free online albums. Phanfare offers consumers personalized web galleries with unlimited storage and flexible security controls. Powerful, yet easy-to-use, patent-pending software simplifies the time and effort required by customers to create, share and maintain their albums. Phanfare also offers MyPhanfare – a web-based AJAX client that allows customers to use Phanfare's sophisticated workflow solution to manage photos and videos right on the web from any online computer anywhere in the world. Phanfare was founded in 2004 by CEO Andrew Erlichson and CTO Mark Heinrich. For more information visit www.phanfare.com.

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