Phanfare Partners with The Imaging Resource to Provide Online Photo and Video Coverage Throughout PMA 2006

Orlando, FL, February 24, 2006 – Online photo and video sharing service Phanfare, Inc. (http://www.phanfare.com) has teamed up with The Imaging Resource (http://www.imaging-resource.com) to provide online photo and video coverage of the 2006 Photographic Marketing Association (PMA) show at the Orange County Convention Center in Orlando, Florida, from February 26 – March 1, 2006.

The Imaging Resource, a leading online provider of news, information and reviews on digital photography, will utilize Phanfare's video and photo album service to publish a Web site for their readers (http://pma2006.phanfare.com) containing video booth reports and images from the PMA 2006 tradeshow floor.

Phanfare's unique technology enables The Imaging Resource to drag and drop images and videos and have them uploaded in the background to The Imaging Resource's live show Web site (http://pma2006.phanfare.com).

 "The Imaging Resource has been a trusted, unbiased site for information on digital photography since 1998," said Andrew Erlichson, CEO of Phanfare. "We are delighted to enable their live coverage of the PMA show as a showcase of what our technology can do for consumers."

"The Imaging Resource has always been driven to bring our readers the latest photo and imaging news," said Dave Etchells, publisher of The Imaging Resource. "Phanfare's photo and video sharing solution has one of the smoothest workflows of any we've seen, making it an ideal tool to facilitate our coverage of the PMA show. Based on our own experience, it looks like a great solution for our readers' personal photo and video sharing as well."

Phanfare's video and photo sharing service enables consumers to hide the latency of long uploads with patent-pending technology embedded into its critically acclaimed Phanfare Photo application. Compatible with both Windows and Mac OS operating systems, Phanfare Photo gives consumers universal access to their media for organizing and editing, and provides each consumer with a Web site kept synchronized with their collection for viewing by family and friends.

Media managed using Phanfare is backed up on central servers. Consumers can move from computer to computer while maintaining access and control of their photos and videos. For printing, Phanfare integrates with the major online printing services and provides access to full-size original images on the Web.

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About Imaging Resource
The Imaging Resource http://www.imaging-resource.com/ offers the most comprehensive, informative, and factually accurate digital camera information available anywhere. Here you will

find the latest digital camera, scanner and printer reviews as well as the exclusive Comparometer^{TM} image comparison database and unique Camera Finder.

About Phanfare
New Jersey-based Phanfare, Inc. is a subscription-based online photo and video sharing service that 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 was founded in 2004 by CEO Andrew Erlichson and CTO Mark Heinrich. For more information visit http://www.phanfare.com.

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Contact Information:

Andrew Erlichson   Steve Rosenbaum/Leigh Nofi
Phanfare, Inc.   S.I.R. Marketing Communications, Inc.
732-494-9449   631-757-5665
pr@phanfare.com   sir@sironline.com