



FOR IMMEDIATE RELEASE

Phanfare Strengthens Senior Management Team

Online photo and video-sharing service selects Troy Sechrist as new Vice President of Business Development and Matthew H. Solomon as new Vice President of Marketing

Metuchen, NJ (March 5, 2007) – Online photo and video sharing service Phanfare announces today the additions of Troy Sechrist as Phanfare’s new Vice President of Business Development and Matthew H. Solomon as Phanfare’s new Vice President of Marketing.

“I am delighted that Troy and Matt are joining our team,” said Andrew Erlichson, Phanfare’s CEO. “They bring a wealth of deep industry experience and will enable Phanfare to fulfill its broad vision of providing best-of-breed online services for hosting and sharing consumer photos and videos.”

In his new position, Troy Sechrist will be responsible for establishing distribution partnerships and building relationships for complementary products and services.

Prior to joining Phanfare, Inc., Troy Sechrist was a product manager for Hewlett-Packard in San Diego, CA where he led the product marketing of Hewlett-Packard consumer photo software with the goal to increase photo printing and sharing. He is a graduate of the University of California, Irvine with a Masters of Business Administration.

And in his new position, Matthew Solomon will be responsible for Phanfare’s online and offline marketing, advertising and website communications.

Prior to joining Phanfare, Inc., Matthew Solomon was most recently a vice president at priceline.com where he oversaw all marketing-related Web site development and coordinated marketing projects in all departments. He is a graduate of Cornell University with a Masters of Business Administration.

About Phanfare

New Jersey-based Phanfare, Inc. provides the fastest, easiest 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

-more-

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.

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. For more information visit www.phanfare.com.

#

Mac is a trademark of Apple. All other trademarks are property of their respective owners.

Contact Information:

Andrew Erlichson
Phanfare, Inc.
732-494-9449
pr@phanfare.com

Steve Rosenbaum/Leigh Nofi
S.I.R. Marketing Communications, Inc.
631-757-5665
sir@sironline.com