

Phanfare Offers Video Hosting to Consumers

Subscribers can now share or embed their videos in blogs, online auctions and third party Web pages

Metuchen, NJ (April 10, 2006) – Online photo and video sharing service Phanfare, Inc. (www.phanfare.com) announces today a new video hosting capability that allows customers to easily embed their videos into personal Web logs (blogs), online auctions and other third party Web pages. Videos are converted to Macromedia Flash 8 from a variety of user camera formats, allowing consumers to self-publish video clips on the Web. In addition, Phanfare announces an increase to the video file limits allowing clips up to 5 minutes long and up to 1GB in size to be uploaded.

“We recently surveyed our customers and found out that 22 percent maintain their own blog and 45 percent sell on auction sites,” said Andrew Erlichson, CEO of Phanfare. “Now our customers can utilize Phanfare’s unique video hosting capabilities to embed digital video files into their blogs and auction pages.”

How it Works

Phanfare subscribers maintain their photo and video collection using Phanfare’s downloadable organizer, Phanfare Photo. Phanfare hides 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 image collection for viewing by family and friends. Phanfare subscribers can direct friends and family to their Phanfare Web site, or embed the images and videos directly into blogs, auctions, and other third party Web pages.

Unlike most video sharing services available today, Phanfare keeps both a Web-streaming-quality and DVD-quality version of each video uploaded, accommodating future advances in Internet bandwidth. Web video is encoded in Flash 8 format for optimal viewing on the Web.

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.

Phanfare is priced at \$6.95/month, \$54.95/year or \$299.95 for lifetime memberships.

Mac OS is a trademark of Apple Computer. Windows is a trademark of Microsoft, Inc. Flash is a trademark of Adobe, Inc.

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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