



FOR IMMEDIATE RELEASE

Phanfare Lets Customers Manage and Edit Their Web Video and Photo Albums Offline

Phanfare, the premier video and photo sharing service for families, has updated their service to allow customers to organize and edit photos and videos even when not connected to the internet

Metuchen, NJ (May 15, 2007) – Online video and photo sharing service Phanfare announces improvements to their patent-pending desktop application enabling customers to edit, manage and organize videos and photos even when no network connection is present. The next time the computer is online, the Phanfare desktop application will automatically synchronize these videos and photos to the customers' Phanfare Web sites for viewing by family and friends.

“Traditionally, consumers have had to choose between the universal access to media offered by a web-based service and the immersiveness, responsiveness and offline access offered by a desktop photo and video organizer” said CEO Andrew Erlichson. “With Phanfare, our customers get both. They can organize and manage their media from anywhere – from an airplane, a submarine or even a hot air balloon – and still enjoy sharing their media via the Web.”

With today's announced update Phanfare subscribers can now be on an airplane returning from vacation, take out their laptops and begin loading their pictures and videos while in transit, just as they have done before from home; they can edit the images and write captions while the memories are still fresh in their mind. When they connect again to the Internet, the Phanfare application will automatically update these changes on their own customized Phanfare Web sites.

For more information about this feature visit:

http://support.phanfare.com/doc/Working_without_a_connection

Also available with the release of today's Phanfare update, customers only need to attach their digital camera to their PC or put their memory card into their card reader to initiate the new Phanfare import wizard which automatically launches the Phanfare desktop application and uploads their videos and images to their Phanfare Web site. There is no need for customers to sit by the computer and wait for the upload to finish. And, since Phanfare offers unlimited storage, customers never need to worry that this batch of vacation videos and photos will be the one that exceeds their storage limits. Copies of all videos and photos are also saved to each Phanfare customer's "My Pictures" folders on their computers. For more information visit:

http://support.phanfare.com/doc/Acquire_from_camera

About Phanfare

New Jersey-based Phanfare, Inc. provides the fastest, easiest way to share and protect all your videos and photos. For life. Phanfare's subscription-based online video and photo sharing service provides customers 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 videos and photos 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.

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