

Phanfare Presents at Under the Radar Conference

Phanfare recognized as a digital media technology innovator

Mountain View, CA (June 14, 2006) – Online photo and video sharing service Phanfare, Inc. (www.phanfare.com) will present at today's "Under the Radar Conference: Why Digital Media Matters". According to conference organizers, the Under the Radar Conference focuses on the "true innovators fueling an explosion of consumer-created content, thriving user communities, and new business opportunities."

"We are delighted to be presenting at the Under the Radar Conference on digital media," said Andrew Erlichson, CEO of Phanfare. "The invitation to present is recognition of the importance of Phanfare's efforts in helping consumers preserve and share their digital photos and videos."

How Phanfare 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 advertising-free Web site kept synchronized with their media 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 the Conference

IBDNetwork's fifth Under the Radar conference will showcase 32 companies in digital media space — taking a hands-on look at the true innovators fueling an explosion of consumer-created content, thriving user communities, and new business opportunities. Each of the 8 sessions will start out with a panel discussion of the sector then, 4 companies will demo their products to a

panel of industry experts who are active in this space, along with an audience of early-adopter technology insiders. Both audience and experts will get a chance to beta test and offer feedback based on favorite features, areas for improvement, the ideal industry “partner” match-ups, and how best to reach out and build up their audience. The conference will also offer ample time for presenters and attendees to network and share ideas and information.

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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