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Phanfare Selects Amazon S3 for Video and Photo Backup

Phanfare, the premier video and photo sharing service for families, utilizes Amazon S3 to provide safe and secure unlimited storage for all of your videos and photos.

Metuchen, NJ (July 12, 2007) – Online video and photo sharing service Phanfare (www.phanfare.com) today announces that it has selected Amazon Simple Storage Service (Amazon S3) to provide unlimited storage and backup for all of its customers videos and photos at multiple secure locations across the United States. Phanfare customers now have the added peace of mind of knowing that there are copies of their most cherished personal content at both a Phanfare datacenter in New Jersey and at Amazon.com's datacenters.

Phanfare provides unlimited backup of original, full-size, high-resolution images and original video content. Unlike many other online sharing services, Phanfare customers can download these originals at any time for no additional charge. Paying Phanfare customers receive an unlimited amount of storage, making Phanfare the best way to preserve all of their content.

“There is probably nothing more important on people's home computers than their videos and photos,” said Andrew Erlichson, Phanfare's CEO. “Phanfare customers can now rest easier knowing that their irreplaceable content is securely stored not only at Phanfare but also at Amazon.com, one of the most trusted brands and technology companies in America. There are now multiple levels of industrial-grade redundant backup in geographically diverse locations keeping our customer's videos and photos safe and secure.”

“Amazon created Amazon S3 to give developers easy access to the same reliable and secure web-scale infrastructure that Amazon.com uses to run our own global network of Web sites,” said Steve Rabuchin, Director of Developer Relations, Amazon Web Services. “By using Amazon Web Services, Phanfare customers can feel confident that all of their videos and photos are safe and secure for future generations.”

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

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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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