

PHANFARE, INC. STRENGTHENS ITS SENIOR MANAGEMENT TEAM

*Online Photo and Video-Sharing Site Selects
Adam Stein as New Vice President of Marketing*

Metuchen, NJ (August 10, 2005) – New Jersey-based online photo and video sharing service Phanfare, Inc. (<http://www.phanfare.com>) announces the addition of Adam Stein as Phanfare's new vice president of marketing.

In his new position, Adam Stein will be responsible for new customer acquisition and retention, advertising, public relations, and trade shows. He will also seek out and implement strategic partnerships to further the reach and appeal of the company's growing subscription-based photo and video sharing service.

“With North American household penetration of digital cameras expected to reach 55 percent in 2005, consumers are increasingly interested in sharing their photos with family, friends and business associates,” said Adam Stein, vice president of marketing for Phanfare, Inc. “I was drawn to Phanfare because they have a great product and a passionate base of customers. People are amazed at how easy it is to share their photos and videos using Phanfare, and I'm just excited to get the software into as many hands as possible.”

“We are expanding our management team to meet the challenges and growth demands of the Internet-based photo and video sharing community,” said Andrew Erlichson, Phanfare's president and CEO. “Our customers enjoy Phanfare's online album-sharing experience and I'm confident that Adam's mix of Web-savvy experience with strong creative instincts and traditional business skills will help grow our business and take our customer's expectations to even higher levels. We are delighted to have Adam join Phanfare in this very important capacity.”

Prior to joining Phanfare, Inc. Adam Stein served as a founder and Director of Web Marketing of TerraPass, a for-profit initiative that funds clean energy projects to reduce carbon dioxide emissions. Mr. Stein previously held key product marketing, management and analytical roles with companies in the telecommunications and computer software industries.

Mr. Stein earned a Master of Business Administration in Marketing from The Wharton School at the University of Pennsylvania. He earned a Bachelor of Science Degree in Biological Sciences from Stanford University.

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 www.phanfare.com.

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