

PHANFARE, INC. ANNOUNCES MAC SUPPORT

Online Photo and Video-Sharing Site Begins Mac Beta Testing

Metuchen, NJ (September 29, 2005) – New Jersey-based online photo and video sharing service Phanfare, Inc. (<http://www.phanfare.com>) announces support for users of Apple Mac computers running Mac OS X. Public beta testing of the new Mac version of Phanfare begins today.

“The Mac is a great platform for managing digital photos and video, and Phanfare is the best way to share digital albums, so we’re excited to bring the two together,” said Adam Stein, vice president of marketing for Phanfare, Inc. “People have been amazed at how easy it is to share their photos and videos using Phanfare, and we are very excited to extend the power of Phanfare to Mac users. We’re the only complete package offering Mac and PC users the ability to organize, edit, and share their photos and video.”

Phanfare offers consumers a permanent, advertising-free home for their photos and video clips. With innovative technology that eliminates wait times during file uploads, Phanfare makes publishing photos and videos in albums on a personal Web site as easy as taking a picture. Phanfare also provides secure archival storage so if a user’s computer crashes, full resolution image and video files will remain safe and accessible via the Internet. In addition, users can print their favorite pictures through any number of online printing services including Kodak EasyShare, Snapfish and Shutterfly, or download full-size images for home printing.

Phanfare is available for \$54.95 per year or \$6.95 per month 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.

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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