

**FOR IMMEDIATE RELEASE**

## **Phanfare Announces New MyPhanfare™ Web-based Service**

*Beta release allows users of world's fastest, easiest online service to manage photos and videos from any Internet-connected computer anywhere in the world*

**Metuchen, NJ (October 17, 2006)** – Online photo and video sharing service Phanfare today announced the immediate availability of MyPhanfare™. MyPhanfare is a web-based AJAX client that allows its customers to use Phanfare's sophisticated workflow solution to manage photos and videos right on the web from any on-line computer anywhere in the world. Previously, Phanfare's "quick-and-easy" workflow solution required the use of Phanfare's downloadable local client software.

"Our customers love our invisible background uploading of full-resolution photos and videos and the quick and easy workflow provided by our downloadable clients," said Andrew Erlichson, Phanfare's CEO. "But they also told us that they needed the universal accessibility that only a web client provides. In response, we created MyPhanfare which can be used when traveling to places where it's not always practical to download and install software. Now Phanfare customers can upload photos and videos and manage their albums anywhere there's an Internet-connected computer."

Phanfare's downloadable Mac and PC client software already provides Phanfare customers with the easiest way to protect and share photos and videos online. And its patent-pending upload process provides the fastest workflow on earth. But until now, Phanfare customers have only been able to upload new photos and videos and manage their online albums from their own computers or other computers running the Phanfare client.

But what happens when a Phanfare user is on vacation, visiting the grandparents or trekking through Nepal without their personal computer? With the newly released MyPhanfare service, available at <http://my.phanfare.com>, Phanfare subscribers can go online from an Internet café, a friend's house or any other online computer, reorganize their albums or immediately post their latest photos and videos for their friends and family to see.

MyPhanfare is the latest improvement to the first and only online photo and video sharing service that provides its customers with:

- Unlimited storage of photos and videos
- Advertising-free online albums
- Your own website, with your own name (yourname.phanfare.com.)
- One-hour response time email and phone support
- Support for videos up to 10 minutes in length
- Automatically-generated online slideshows of photos and videos with the ability to upload your own music

**-more-**

**Phanfare Announces MyPhanfare  
Web-Based Service (cont'd)**

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- Guaranteed secure backup of all your photos and videos for life
- The full-featured Phanfare organizer with editing tools
- And now, the MyPhanfare web interface for uploading photos and managing albums from any Internet-connected computer.

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.

*Mac is a trademark of Apple Computer.*

**About Phanfare**

New Jersey-based Phanfare, Inc. provides the fastest, easiest, most secure way to share and protect all your photos and videos. For life. Phanfare's subscription-based online photo and video sharing service 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](http://www.phanfare.com).

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