

## PHANFARE, INC. ANNOUNCES GIFT CERTIFICATE PROGRAM

*Annual Memberships Available for Online Photo and Video-Sharing Site  
Just in Time for the Holidays*

**Metuchen, NJ (October 19, 2005)** – New Jersey-based online photo and video sharing service Phanfare, Inc. (<http://www.phanfare.com>) announces a gift certificate program just in time for the upcoming holidays. Gift certificates redeemable for annual Phanfare memberships are available now as an electronic download or as a printed certificate presented in an attractive red box with a bow – perfect for gift giving.

“This month consumers will be able to give the gift of lifelong photo and video clip sharing and storage,” said Andrew Erlichson, co-founder and CEO of Phanfare, Inc. “Everyone knows someone who has lost photos or video to a computer problem. With Phanfare you can stop worrying about losing your photos and video and focus on enjoying your digital camera. Gift recipients will be amazed how easy it is to make and share creative online photo and video albums using Phanfare.”

Phanfare offers consumers a permanent, advertising-free home for their photos and videos. With innovative technology that eliminates wait times for 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 remain safe and accessible. In addition, customers can have prints of their favorite pictures made through any number of online printing services including Kodak EasyShare, Snapfish and Shutterfly.

Gift certificates are available for purchase through Phanfare’s Web site: <http://www.phanfare.com>. 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.

*Mac is a trademark of Apple Computer.*

### **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](http://www.phanfare.com).

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