

## **PHANFARE, INC. ANNOUNCES LIFETIME MEMBERSHIP PROGRAM**

*Company now offers a single lifetime subscription to its ad-free online sharing service – storing photos and videos for life*

**Metuchen, NJ (December 6, 2005)** – Online photo and video sharing service Phanfare, Inc. announces a new single-payment lifetime membership program for consumers that offers personalized Internet album hosting, sharing (up to 8GB per month) and archiving of all member photos and videos for life. Lifetime memberships are now available directly or as an electronic or printed gift certificate presented in an attractive red box with a bow – perfect for gift giving this holiday season. Complete details including upgrade costs for existing members, are available at the Phanfare Web site: (<http://www.phanfare.com>)

“Our customers tell us that loss of their digital photos and videos to a computer crash is a serious concern,” said Andrew Erlichson, co-founder and CEO of Phanfare, Inc. “The lifetime membership program gives online photos and videos the same permanence that paper albums have. Our lifetime members pay once, up front, and then are guaranteed online access to their photos and videos for life. As our lifetime members migrate from computer to computer throughout their lives, their media will always be available to them at a moment’s notice.”

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 order prints of their favorite pictures 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>. Lifetime memberships are available for \$299.95. Phanfare is also 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.

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### **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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