



FOR IMMEDIATE RELEASE

Photo One Media, Inc. Acquires *Photoshop*[®] *Elements Techniques* Newsletter

Acquisition is newly-formed company's first step towards helping consumers learn to get the most out of their digital imaging software

Portland, OR (June 16, 2008) – Photo One Media, Inc., announces today that it has acquired the *Photoshop Elements Techniques* newsletter and associated Web site (<http://www.photoshopelementuser.com>) from privately-owned Kelby Media Group, of Oldsmar, Florida. Terms of the deal were not announced.

Photo One Media was recently formed by Craig Keudell, president of onOne Software, a company that provides world-class software solutions for professional photographers and graphic designers; Rick LePage, former president of Mac Publishing LLC, publishers of *Macworld* magazine and Macworld.com; and Cindy Samco, former site director at creativepro.com. Photo One Media's mission is to provide digital photographers of all skill levels with the best tips and techniques for getting the most out of their software. The acquisition of *Photoshop Elements Techniques* newsletter and its associated Web site is the company's first step in realizing its mission.

Photo One Media will continue to produce the successful *Photoshop Elements Techniques* newsletter in the same format that subscribers have come to know and love. In conjunction with the newsletter, Photo One Media also plans to unveil a revamped Web site featuring more tutorials, video tips and help for Adobe[®] Photoshop Elements users of all levels.

“Going digital is exciting for photographers of all levels, but the process creates a lot of new problems. Photographers do not want to become computer experts but they do want professional looking photos. The solution to this problem is knowledge and software tools,” said Craig Keudell, president of Photo One Media and onOne Software. “Photo One Media and onOne Software are two separate, autonomous companies that will independently provide these solutions. onOne Software was founded in 2005 to deliver the software tools that make using Photoshop easier, faster and better. As of today, Photo One Media will deliver the photographic knowledge in the form of a bi-monthly newsletter, a content rich website and tutorial DVDs that will make going digital easier for users of all levels.”

Since its first issue in 2005, *Photoshop Elements Techniques* has been providing expert advice, tips and tricks to users of Adobe's Photoshop Elements. Photo One Media will continue to provide readers with the valuable information they have come to expect from

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Photoshop Elements Techniques by providing comprehensive tutorials and tips for Photoshop Elements by the top trainers in the industry.

“Building such a highly acclaimed publication from scratch, as we did with the *Photoshop Elements Technique* newsletter, has taken the talent, creativity, devotion, and sweat of some very special designers, authors, editors and educators. When you produce something really special like this, you can imagine the emotional attachment we’ve built with the publication and its readers, and that’s why when we learned that Rick LePage, one of the most respected and revered editors in the industry, would be taking over as Editor-in-Chief, we all knew the quality, passion, and commitment would continue uninterrupted,” said Scott Kelby, executive editor of *Photoshop Elements Techniques* and editor-in-chief of *Photoshop User* magazine. “I’ve been following Rick’s career, reading his publications, and admiring his work as long as I’ve been in this business. With Photo One’s talent and reputation, and Rick’s vision and leadership, I can’t imagine the newsletter being in better hands, and I can’t wait to see them take ‘our baby’ to the next level.”

Photoshop Elements Techniques will be edited by Rick LePage, Photo One Media’s general manager. Rick LePage is a respected journalist with extensive publishing experience, and has been the editor in chief for *MacWEEK*, *eMediaweekly* and *Macworld*. He was also the general manager for the groundbreaking Web site, creativepro.com, a portal site for creative professionals launched in 1999.

“Kelby Media has done an excellent job with *Photoshop Elements Techniques*. The newsletter has a lot of fans and our goal is to continue to meet Kelby’s high standards by bringing the best tutorials, tips and advice to subscribers, in print and online,” said LePage.

Photoshop Elements is the No.1 selling consumer photo-editing software*, geared to a growing market of photo enthusiasts. The digital camera market is bursting at the seams with affordable Digital-SLR cameras and an abundance of point-and-shoot digital cameras, and Photoshop Elements is the perfect accessory for consumers who want to quickly and easily edit, enhance and prepare their photos for printing or sharing via the Internet.

While Photoshop Elements is easy to use, its advanced features can be difficult to master, especially for users looking to go beyond the basics. *Photoshop Elements Techniques* (and its companion Web site) provides tips and techniques that let users get the most out of Elements, in easy-to-follow, step-by-step instructions. Each issue covers the essentials, including digital photography tips, scrapbooking tutorials, retouching tips and other articles on how to get the most out of Photoshop Elements.

**Source: The NPD Group / Retail Tracking Service (April 2002 to November 2007) based on units sold.*

About Photo One Media, Inc.

Photo One Media was founded in 2008 to help provide digital photography enthusiasts with the techniques and tips they need to get the most out of their digital imaging software products. Photo One Media is a sister company to onOne Software, and is located in Portland, OR.

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Company Contact: Rick LePage, Photo One Media, Inc., rlepage@photoonemedia.com, Ph: 503-968-1813 x200

Press Contact: Steve Rosenbaum or Leigh Nofi, sir@sironline.com, S.I.R. Marketing Communications, Inc., Ph: 631-757-5665

General Press Inquiries: press@photoonemedia.com

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