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CONTACT: Steve Rosenbaum
e-mail: sir@sironline.com

Photo Marketing Association Launches Digital Imaging Web site for Consumers

New Web site (www.prints-are-memories.com) designed to educate consumers about digital photography and the printing of their digital pictures

Jackson, MI – Photo Marketing Association International (PMA), on behalf of the imaging industry, launches today a new Internet Web site www.prints-are-memories.com. This visually appealing Web site is part of an industry-wide educational campaign designed to help consumers as they make digital photography a part of their daily lives.

As an industry, PMA is committed to help consumers have as great an experience with digital photography as they have had with film. This Web site provides an unbiased source of information to help consumers better understand digital photography as well as the output options available to them, whether printing at home, online or at their local retailer.

“With sales of digital cameras exceeding those of traditional film cameras, this year marks an important turning point in the imaging industry,” said Ted Fox, executive director, PMA. “Although digital imaging technology is different than film our purpose remains the same – to help consumers preserve their memories with high quality prints that can be easily shared.”

This user-friendly Web site will help consumers make wise purchasing decisions by helping them determine the right digital camera and accessories for them. And for those consumers who already own a digital camera, this site is filled with picture-taking ideas and creative uses for their digital photos.

As another avenue to encourage consumers to have prints made from their digital files, PMA has also embarked on a local and national public relations campaign as well as a program of television, radio and print advertising.

About PMA

For 79 years, PMA has served as an international trade association for the changing needs of the expanding photo imaging industry with more than 20,000 members in 100-plus countries, headquartered in Jackson, Mich. In addition to the United States, there are membership offices in

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the United Kingdom, Germany, Canada, Australia, Brazil, New Zealand, Italy, France, Czech Republic and Russia.

PMA membership is open to any firm doing a substantial portion of its business in photo imaging retailing, processing (digital and silver halide) or service work. Cooperating memberships are held by firms that manufacture or distribute products or services for the imaging industry. PMA provides more than 100 services to its members, and holds the world's largest annual photo imaging trade show, typically drawing well over 700 exhibitors and approximately 25,000 to 30,000 attendees.

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