

For Immediate Release

S.I.R. Marketing Communications, Inc. Selected as Agency of Record for Smartparts Inc.

Northport, NY (August 9, 2006) – S.I.R. Marketing Communications, Inc. (www.sironline.com) announced today that they have been selected the agency of record for Smartparts Inc. (www.smartpartsproducts.com), one of the pioneers of the quickly growing Digital Picture Frame product category.

S.I.R. Marketing Communications was chosen because of its knowledge and experience across a broad spectrum of digital imaging topics including the latest digital imaging hardware, software and advances in desktop/Internet publishing technologies.

“We’re delighted to be selected by Smartparts for their public relations program in support of the new Smartparts Digital Picture Frames,” said Steven I Rosenbaum, president of S.I.R. Marketing Communications, Inc. “According to recent industry research* the market for digital photo frames is expected to grow from 700,000 units shipped in 2005 to more than 12 million units worldwide by 2010 making this an important new way for consumers to display photographs.”

The Agency offers strategic Public Relations solutions and imaginative, results-oriented tactics that flawlessly cross over between consumer, professional and technical audiences, to trade shows and special events, as well as CD-ROM and Web-based publishing and promotional activities. S.I.R. Marketing Communications maintains ongoing relationships with the world's leading photographic, digital-imaging and high tech writers. The relationships between the Agency and these journalists are built on strong foundations of mutual trust and respect, often over many years.

As Public Relations specialists in the photographic and high tech digital imaging fields, S.I.R. Marketing Communications’ client roster includes multinational corporations offering a variety of products, technologies and services to the consumer, professional and business-to-business imaging markets. For eight years, S.I.R. Marketing Communications has launched highly successful PR campaigns for leading high tech companies in the imaging industry including Konica Minolta Photo Imaging, Minolta Corporation, Applied Science Fiction, Foveon, Simple Star, Photographic Research Organization (PRO), Photo Marketing Association International (PMA) and Indigo. S.I.R. Marketing Communication, Inc.’s current clients in the imaging industry include DxO Labs, JOBO AG, Kubota Image Tools, Lensbabies, Nik Software, Inc. and Phanfare, Inc.

About Smartparts, Inc.

With sales and marketing offices in Englewood, NJ, Smartparts, Inc. is one of the pioneers of the quickly growing Digital Picture Frame product category. Founded in 2002, Smartparts Inc. purchased Summatech, Inc. in 2005 to expand its position as an OEM supplier of accessories in the Digital Imaging business. Today, its partnership with Wynit, Inc. provides state-of-the-art

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distribution capabilities with three distribution centers in California, Tennessee and New York. For more information, visit www.smartpartsproducts.com.

About S.I.R. Marketing Communications, Inc.

Headquartered in Northport, NY, on Long Island's North Shore, S.I.R. Marketing Communications, Inc. is a leading Public Relations Agency offering unparalleled expertise in the photographic, high tech, consumer electronics and digital imaging fields. Providing our clients with the big agency experience and small agency attention, S.I.R. Marketing Communications also utilizes a common sense approach to building cost-effective programs to fit almost any budget.

The Agency was founded in 1998 by [Steven I. Rosenbaum](#). This veteran photographer, journalist and Public Relations executive with 20+ years experience also established the Agency's philosophy to embrace technology for both internal as well as client-related activities.

* *Digital Camera and Imaging: Analysis and Forecasts*, published by Parks Associates.

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