



Product News Release

FOR IMMEDIATE RELEASE

**EPSON INTRODUCES THE EPSON PORTRAIT EDITION SERIES –
THE COMPLETE PHOTO BUSINESS IN A BOX**

**New Photo Business Solution Gives Wedding, Portrait and Event Photographers
Simple Yet Powerful Way to Manage, Produce and Sell Prints to Clients**

LONG BEACH, Calif. – Jan. 15, 2007 – Epson has partnered with ExpressDigital to introduce a new workflow and printing solution called the Epson Portrait Edition Series, available for both the Epson Stylus® Pro 3800 and 4800 printers. The new Series represents a complete hardware and software solution that gives wedding, portrait and event photographers virtually everything they need to create customized print packages that can be sold in-house or online via a customized Web store front. Featuring Epson’s award-winning Epson UltraChrome K3™ printing technology and full-featured workflow management functionality, the Epson Portrait Edition Series enables photographers to sell, fulfill and print orders right in their studio, producing prints that surpass the quality of traditional lab prints and generate increased profits.

“The Epson Portrait Edition Series is engineered to deliver a seamless workflow solution that wedding and portrait photographers will truly appreciate, allowing them to create and print packages in-house efficiently and affordably,” said Philip Amato, product manager, professional imaging, Epson America, Inc. “It provides photographers better in-house sales tools, as well as a customized online storefront to expand their reach to potential customers. The end result translates to more control, more profit and better prints for their customers.”

“ExpressDigital is pleased to partner with an industry leader like Epson to deliver the Epson Portrait Edition Series to professional photographers,” said Graham McFarland, president and CEO, ExpressDigital. “The Series offers the most seamless business solution available on the market today, providing all the pieces that photographers need to create a profitable business model in no time.”

The Complete Photo Business in a Box

The Epson Portrait Edition Series is the one-stop photo business answer for busy photographers, from weekend warriors to principals of medium-size studios, providing the creative and business management functionality needed to maximize profitability. It includes a customized version of ExpressDigital® Darkroom™ Core Edition software that integrates crucial workflow components, including importing, cataloging and archiving photos, enhancing and editing photos and projects, creating new photo products with easy-to-use tools, and comprehensive selling and marketing features. Easy set-up and configuration enables photographers to create a Web storefront within a few hours and sell prints the same day. In addition, Epson's printer drivers and advanced color management technologies are seamlessly integrated into the customized software.

Designed to give professional photographers a simple way to control and speed up the entire print production process while eliminating their dependence on traditional printing labs, the Series provides virtually limitless on-demand printing capabilities, including batch or rush printing, and a wider range of media choices for photo products ranging from wallet to 16"x 20" portraits and even customized 17"x 22" prints. The ability to print in-house provides extreme convenience and flexibility, eliminating traditional photo lab fees and giving photographers more control over shooting and delivery times. In addition, Epson's UltraChrome K3 printing technology, combined with built-in advanced color management controls, make printing easy and ensure optimal color and accuracy to produce the highest quality prints in the industry.

More about the Epson Portrait Edition Series

The Epson Portrait Edition Series offers portrait photographers complete control over creativity, business management and print production. Additional highlights include:

- Import virtually any digital file format including RAW, Adobe® Digital Negative (DNG), TWAIN, and proprietary digital camera files
- Quickly drag and drop photographs into over 150 different graphic templates – including album layouts, calendars and themed layouts
- Enhance photos and projects with easy-to-use software featuring robust editing and retouching tools and seamless integration with Adobe Photoshop®
- Market and sell online via a customized Web storefront that offers a range of built-in capabilities including, copyright and password protection, shopping cart check out, credit card and check processing, and e-mail marketing

- Print automatically on up to four Epson printers; the software is bundled with the Epson Stylus Pro 3800 and 4800 for up to 17-inch printing needs but can also support the Epson Stylus Pro 7800 and 9800 to accommodate 24-inch and 44-inch printing respectively
- Automatically load balance multiple print jobs to the appropriate printer based on size and media type

About the Epson Stylus Pro 3800 and 4800

The Epson Stylus Pro 3800 Portrait Edition printer is a sleek, space-saving professional printer that offers a complete large format in-house wedding and portrait printing solution for \$1,495 (estimated street price). This hardware and software bundle is ideal for package printing and specialty printing from 4”x 6” to 16”x 20.” The Epson Stylus Pro 4800 Portrait Edition printer is suited for wedding and portrait studios that require higher volume printing solutions. The Epson Stylus Pro 4800 is a high-performance printer featuring a built-in roll-feeder and paper tray cassette. It is ideal for package and specialty printing from 8”x 10” to 16”x 20,” and is offered as a solution for \$2,195 (estimated street price).

The Epson Portrait Edition Series is supported in part by the standard Epson PreferredSM Limited Warranty. This one-year program covers printer set up, functionality and integration with ExpressDigital software. It includes toll-free advanced telephone access Monday through Friday and usually next-business-day full unit exchange service in the unlikely event of any hardware failure. Optional Epson Preferred Plus Service Plans are also available, offering one or two additional years of protection. ExpressDigital Darkroom software is supported separately under the terms and conditions of the ExpressDigital warranty. For more information on Epson warranties, service programs and products, call 1-800-GO-EPSON (1-800-463-7766) or visit www.epson.com.

About Epson America, Inc.

Epson offers an extensive array of award-winning image capture and image output products for the consumer, business, photography and graphic arts markets. The company is also a leading supplier of value-added point-of-sale (POS) printers and transactions terminals for the retail market. Founded in 1975, Epson America, Inc. is the U.S. affiliate of Japan-based Seiko Epson Corporation, a global manufacturer and supplier of high-quality technology products that meet customer demands for increased functionality, compactness, systems integration and energy efficiency. Epson America, Inc. is headquartered in Long Beach, Calif.

About ExpressDigital

ExpressDigital enables those engaged in the business of photography to maximize profits using technology. ExpressDigital designs products that cater to digital photographers, labs, and large corporate photography businesses. ExpressDigital has a rounded product offering called Digital Everyday that includes Darkroom software, PhotoReflect.com internet storefronts, Labtricity lab connectivity, and Enrichment business services. The Digital Everyday product offering empowers any size business using digital photography to incorporate a profitable workflow. ExpressDigital is a leader in the digital photography market and operates on the core values of service, innovation and knowledge.

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