

FOR IMMEDIATE RELEASE

Mardi Gras Outlet selects LiquidPixels' LiquiFire to enhance On-line Shopping

ROCHESTER, NY – (PRWEB) – March 27, 2007 – LiquidPixels, Inc., the leader in Dynamic Imaging, announces the selection of its LiquiFire Dynamic Imaging products and services by Bead Sale, LLC. Incorporating LiquidPixels' LiquiFire throughout their Web site, www.mardigrasoutlet.com, MGO shoppers are now presented an enhanced shopping experience through faster, consistent imaging, and interactive zoom and pan across a rapidly growing list of products.

“Interactive zoom and pan permits our customers to see exactly what *they* want to see. With Mardi Gras in late February, this is our busiest season. Implementation was trivial and we're already seeing an increase of sales of those products that we have enabled first,” said Brandon Maddox, Managing Partner of Mardi Gras Outlet. “Plus, LiquiFire is automatically generating many of our thumbnail and larger view images, which amounts to a tremendous savings of time and effort.”

“From first contact to live zoom-and-pan on the Mardi Gras Outlet Web site was only nine days – including legal review and contracts!” said Steve Kristy, CEO of LiquidPixels. “Our company's agility, first-class support, and superior products enable us to delight customers such as Mardi Gras Outlet in under two weeks.”

Mardi Gras Outlet intends to *Liquify* its entire Web site once the crazy season is complete, having already experienced a doubling of its pick, pack, and shipping operations.

About LiquidPixels, Inc.

LiquidPixels is the leading supplier of enterprise-level dynamic imaging solutions. Since their introduction in 2000, LiquiFire imaging servers have streamlined image workflow to dramatically

reduce costs while enhancing the online user experience and increasing the likelihood of purchase. LiquidPixels makes its patented technology available as a hosted service or via on-site enterprise servers with tailored solutions for customers with unique needs. LiquidPixels operates facilities in Rochester, NY and Boston, MA. For more information, visit www.liquidpixels.com, call 866.808.4937, or write to info@liquidpixels.com.

About MardiGrasOutlet.com

MardiGrasOutlet.com is the Internet sales division of Bead Sale, LLC. On our Web site we sell our products to businesses and individuals alike at deep discount prices. We are able to offer these low “can that be right?” prices because we are the direct importers of many of the items available here. Our parent company, Bead Sale, LLC, is in the business of importing plastic beads and other carnival throws, as well as party supplies and decorations relating to Mardi Gras. Bead Sale, LLC supplies products for our retail stores, Internet businesses, and wholesale distributors. Bead Sale, LLC also handles all of our custom specialty products such as custom Mardi Gras beads.

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