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HOORRAY takes on Shutterfly with new way to share photo memories

September 17, 2007 – New York – With the launch of HOORRAY™ -- a new photo sharing website – families and friends will now be able to use an exclusive new voice storytelling feature to share photo memories.

HOORRAY will challenge established photo sharing sites such as Shutterfly and KodakGallery by providing people a new way to share photo memories.

“Now, by adding your voice, you can tell the story behind the photo,” said Michael Ramm-Schmidt, President of HOORRAY. “You can create photo stories that tell what was happening the moment before or after the picture was taken, or you can talk about some of the events that led up to the photo.”

What's more, these highly personalized, interactive photo stories can be easily shared with family and friends, who can contribute to the stories by adding their own spoken and written comments.

“It will be easy to narrate a photo story. You can also write your story, or you can use both spoken and written words and share photo memories in a truly unique and exciting way.”

Sharing stories has long been an important way for families and friends to stay connected with each other.

“This will turn your memories into living stories,” Ramm-Schmidt said. “And since your photos and photo stories will be stored digitally at HOORRAY, they will last for generations.” HOORRAY will feature IBM hosting, he said.

HOORRAY will also offer traditional photo prints, as well as a wide variety of printed photo albums, storybooks (these allow for much more text, along with photos), customized calendars, cards and other keepsake gift items.

HOORRAY was developed by International Masters Publishers after CEO and owner Alf Tonneson lost all of his photos because of a burglary of his home. Tonneson realized that he lost more than just photos in the burglary – his memories had been literally stolen from him.

During the research phase of the project, IMP discovered that people want to do more than just save photos digitally. Consumers also want to create photo stories and share photo memories with family and friends.

“People want to preserve and protect their most precious possessions – the memories they have of their children, the good times they’ve had with family and friends,” Ramm-Schmidt said.

Adding spoken and written words to photos means that people can significantly enrich how they share photo memories. These photos stories are a new way to create and preserve an oral history of your family, he said.

“You can express how you feel about a milestone event, such as the birth of a child, your mother’s 70th birthday, a wedding, graduation. With HOORRAY, the possibilities are virtually endless.”

Photo stories are much easier to create than video shows, Ramm-Schmidt said.

“It’s easy to create photo stories,” he said. “Rather than watching video for hours looking for the right moment, you simply have to flip through your favorite photos, select a handful, add voice and text, and you’re done.”

Ramm-Schmidt said the tools developed exclusively for HOORRAY are easy to use. “People don’t have a lot of time to spend on the computer,” he said. “That’s why we made it quick and easy at HOORRAY. The process you use to share photo memories is very intuitive.”

HOORRAY was designed and developed by Zemoga, Inc., a leading interactive development firm specializing in delivering innovative custom web solutions and advanced product development for Fortune 500 clients.

International Masters Publishers is a leading provider of informative and inspirational card, CD and DVD continuity series. For more information about HOORRAY, visit www.hoorray.com or contact Robin Zieme at (212) 353-6419.

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