



New York – May 28, 2008 –Hoorray, the easiest place on the Internet to save and share photos, has hired Michael D. Perry as its new Director of Strategic Partnerships.

Perry will build strategic partnerships that help increase distribution, awareness and revenue for Hoorray, as well as for Hoorray's parent company, International Masters Publishers Inc (IMP).

“Michael brings a wealth of marketing expertise in new product development, as well as strategic partnerships that help increase distribution, awareness and revenue,” said Robin Zieme, Director of New Ventures for Hoorray.

Prior to joining Hoorray, Perry was Managing Director & Strategic Account Manager at Zemoga, the online agency handling the design and development of Hoorray.com. While at Zemoga, Perry worked with the Hoorray team for almost two years during the site's development phase.

Perry has also worked with a number of large agencies and organizations during his career, including Saatchi & Saatchi, where he was involved with many award-winning campaigns, including Wendy's "Where's the beef?" and Toyota's "Oh what a feeling."

Perry also worked for Scali McCabe Sloves, Houston Effler and Partners, and Avrett Free and Ginsberg.

Perry is a graduate of The Kent School and Dickinson College, he currently resides in Wilton, Connecticut, and his outside interests include golf, tennis, and photography. Michael also works with the Kent School and Camp Dudley Alumni Associations.

Hoorray connects family and friends by providing the easiest [online photo sharing](#) on the Internet. Members can save and share an unlimited number of photos while enjoying innovative features such as voice recording, uploads of up to 300 photos at one time, secure and easy photo sharing, and much more.

International Masters Publishers operates in 35 countries worldwide, marketing publications in card or book format, as well as new media. The company has offices in Europe, North America, Australia, Russia and Japan.

Companies interested in building a strategic partnership to market products for their mutual benefit, can contact Michael at (212) 353-6549 or by email Michael.Perry@impdirect.com