



## FOR IMMEDIATE RELEASE

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### **Hoorray Reinvents Online Photo Sharing - “Easiest Site Ever”**

100 Free Prints Offered To All New Visitors

**September 29, 2008 New York** – Hoorray has launched a photo sharing site that’s easier to use than any other. And now, for the first time, you can even add voice to your photos and create living photo stories with family and friends.

Two years of research and testing have gone into creating Hoorray. The site is now ready to introduce exclusive, innovative new features such as “Audio Voice Narration,” and an “Auto-Fill” feature that creates Photo Albums, Photo Calendars and Greeting Cards – instantly. All of the new features are simple to use and offer customers fast, fun and exciting ways to share photos.

“We’ve listened to our customers, forecasted online photo sharing trends and have implemented features and benefits that users will find quicker and easier to use than any other photo sharing site currently available,” said Robin Zieme, Director of New Ventures at Hoorray.

Hoorray will directly challenge such established photo sharing sites such as Snapfish, Shutterfly and KodakGallery with many interactive features that literally reinvent the experience of sharing, printing and creating with photos.

“Our goal is to make Hoorray the easiest site ever – whether that means e-mailing a single photo with Audio Voice Narration, or self-publishing Photo Albums, Calendars, or Greeting Cards.”

“Audio Voice Narration” allows you to add your voice and tell the story behind each photo in one simple step. Once you record your “living photo story,” it can be shared with family and friends who can contribute with their own spoken or written comments. Each photograph becomes a cherished heirloom that preserves your memories forever.

Of course, users can change their photo creations anyway they like. Zieme said the new Workbench tools developed exclusively for Hoorray are easier to use than ever. “People don’t have a lot of time to spend on the computer, but they want it to be very easy to make any photo creation they can imagine” he said.

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In addition, Hoorray also provides Free unlimited photo storage (secure services are delivered by IBM), and Whole Folder Uploads – a faster and simpler way to upload photos, as many as 300 at once.

These new features are the latest additions in Hoorray's development. More will be introduced in the coming months in HoorrayPhoto's ongoing commitment to being the quickest and easiest photo sharing site on the web.

Additionally, **Hoorray will offer 100 Free Prints to all new visitors today through October 6**, as an incentive for everyone to see how really quick and easy sharing, saving and creating with photos can be.

Hoorray was developed by International Masters Publishers, a worldwide publishing and marketing organization with millions of active customers in 35 countries and annual revenues exceeding \$500 million. IMP has created and marketed products that inform and inspire people around the world and in all walks of life.

"IMP decided to create the easiest photo sharing site in response to studies that show consumers want it to be much quicker and easier to share and print photos online," Zieme said.

"Established photo sharing sites, many of which were designed purely as technical applications for the photo print business, currently serve only an estimated 30% of the potential universe," Zieme said.

"The needs and aspirations of consumers were extensively studied in order to create an entirely new kind of photo sharing community – one that is strongly motivated to be more closely "connected" to their friends and family.

During the extensive behavioral research phase of the project, IMP discovered that people want to do more than just save photos digitally. They also want to create photo stories and share photo memories in order to connect with family and friends in exciting new ways.

"People want to preserve and share their most precious possessions – the memories they have of their children, the good times they've shared with family and friends," explained Zieme.

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

"That's why we've reinvented the entire experience at Hoorray. Printing, sharing and creating with photos is now more intuitive and easier than on any other photo sharing site."

For more information about Hoorray, visit [www.hoorray.com](http://www.hoorray.com) or contact Robin Zieme at (212) 353-6419.

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