

**New Delhi, April 16, 2007: FoBaz Foto Bazaar (India) Pvt. Ltd.**, India's leading photo portal, first-of-its-kind company in India to provide a comprehensive set of photo services that include online storage, sharing, photo print delivery, photo gift creation, etc., today launched its first set of stores in Delhi, India.

With this FoBaz™, kicked off the launch of its retail chain expansion plans in India. FoBaz products and services which so far were available on-line only, through its e-portal at [www.fobaz.com](http://www.fobaz.com), will now be available at retail also. As part of the business strategy, FoBaz will now have a mass reach to its customers and the customers will have greater access to FoBaz products and services. Customers will not only be able to access FoBaz's unique set of products and services at various retail stores across the country, they will also be able to order these on-line and take delivery of the products at any of the company's stores. With this the company is on track to deliver on its strategic goal of "from anywhere.... to anywhere".

On the occasion of the launch, Mr. Tarun Kapoor, MD of Kapoor Digital Labs and a FoBaz franchisee at Lodhi Colony, New Delhi, said: "We now stand on a platform where we can reap the benefits of Digital photography market in India. In this era of analogue mode of photography becoming extinct, we need to understand that customer is now demanding quality digital imaging solutions and we should be ready for it. With Fobaz, we can deliver to our customers more than just prints."

Also speaking on the occasion **Mr. Virender Ahluwalia, MD & CEO, FoBaz Foto Bazaar (India) Pvt. Ltd.** said, "The world of photography has witnessed a makeover with the advent of digital cameras and the world of traditional photography is rapidly shrinking. Not only is the retail landscape in India changing, the traditional photo retailer/studio is struggling to keep up with the new technologies. The vision of FoBaz is to transform the way pictures are looked at in India by making them more personalized. At the FoBaz stores we will deliver to our customers a new unique buying experience for photo and gift products and services. In doing so, we provide the ultimate choice and convenience to the Indian consumer as to how their memories and photos are maintained, viewed and delivered."

The company set up a photo e-portal in October 2006 which delivers a host of services which have revolutionized the way India looks at pictures. With the launch of the first three stores in Delhi, Mr. Ahluwalia also shared the launch of 50 more stores across India soon. He also announced a tie up with a Mumbai based company to organize 100+ more FoBaz stores in Western India in next couple of months. The company is on track to have 150+ stores by the end of the year.

Mr. Shakti, a FoBaz partner and franchisee for the Western Region in India, said on the occasion "Using FoBaz products would bring a wow effect to the life of every Indian user. The quality and convenience will surely amaze them. The meaning of gifting with personalised images on FoBaz products will change in India rapidly. I am sure all existing Photo Retailers in India will add FoBaz products to offer to their customers ultimately."

Mr. P.C. Dhawan of Dhawan Digital Lab, another FoBaz franchisee in New Delhi said, "Analog market is dying and will be dead soon, digital photography will change proportions in India as has happened in Europe and U.S. FoBaz has made amazing personalised products possible through the use of new digital imaging technologies. Producing and ordering of FoBaz photo products

online or at retail using FoBaz software, and technologies is very convenient and fast."

Besides online storage and sharing, FoBaz retail store will also be offering value added services like printing of "Photo Albums in book form" (i.e. PhotoBook), delivering soft copy of images for storing, sharing and photo printing, etc. Other unique services of FoBaz include customization of a photograph, option of adding personalized messages with the photograph and most importantly enabling photographs to be used on gifts like personalized greeting cards, calendars, coffee mugs, T-shirts etc.

Mr. Rajinder of Parkash Studio, Kalkaji New Delhi said "Digital change in Photo market will bring revolution of new photo products in India. The online FoBaz software will amaze customers as customers will be able to preview, approving and instantly order the FoBaz products simultaneously". He adds "printing of PhotoBooks and Marriage Albums in the book form will replace gradually the existing bulky and wacky albums in India. FoBaz PhotoBooks are of very high quality digital printing and best part is that we can print even one PhotoBook at a time. New era of high end digital printing may be on expensive printers but because of FoBaz consolidating orders, digital products will be available to end users at reasonable cost with amazing quality"

Talking about the Retail advantage, Mr. Ahluwalia said, "We have provided online software and trained our Retail partners to provide the ultimate convenience to our customer. The customer can order customized products and have a look at it online right at the retail store. The production is done at the centralised production unit at Fobaz, so as to maintain a uniform quality nationwide." The online technology that makes all this possible was developed and has been used by millions of customers in the USA for the past several years. With the vision to provide choice of "from anywhere - to anywhere", to the end customer, FoBaz is optimistic about introduction of retail concept and its future in Indian market.

#### **About FoBaz:**

FoBaz™ is the pioneering company in India to provide imaging solutions for all needs with a range of services including online photo sharing and management, high quality photo printing, personalized photo gift creation, photo storage and global 24x7 access to photos.

FoBaz Foto Bazaar (India) Pvt. Ltd. has been set up in India as a wholly owned subsidiary of FoBaz Foto Bazaar, Cayman Islands. The founders and investors of FoBaz Foto Bazaar, Cayman Islands include Photoworks, Inc. (USA) XMedia Technologies, LLC (USA) and Matinicus Capital, LLC (USA).

Contacts :

Sanjeev Sawhney

+91-9818557199

sanjeev@fobaz.com