



## **FOR IMMEDIATE RELEASE**

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### **Image Trends, Inc.™ (ITI) Announces a Photo Retail Affiliate Program**

*Image Trends offers photo retailers a commission program with lowest sales price to the consumer; this program requires no inventory at retail*

**Austin, Texas (July 9<sup>th</sup>, 2007)** – Image Trends, the provider of innovative digital imaging tools, today announces an Affiliate Program that provides the photo retailer with a commission for promoting the sales of Image Trends’ innovative software.

#### **Retailer Benefits**

The primary object of this program is to take costs out of the traditional retail sales and distribution model for imaging software, while preserving profitability for the retailer. The consumer today is more internet savvy and feels comfortable downloading and purchasing software on the internet. This commission model allows Image Trends to keep prices down and value up for the consumer by eliminating the selling and distribution costs for boxed product.

Retail stores catering to the professional photographers could lose business to high volume internet sales outlets as a better price is often available than can be offered at a retail. The photo retailer will be able to provide the consumer with the best price via a discount coupon. The store does not have to stock boxed products and thus has none of the associated inventory carrying costs, no obsolete inventory, and no customer support or return issues.

“There is a need for after capture tools that improve workflow productivity and the quality of digital images,” said Dan Sullivan, president and CEO of Image Trends, Inc. “The retailer is in the best position to encourage incremental picture taking and provide an environment of imaging magic that transforms normal images into personal masterpieces.” Dan further said, “The retailer is the warehouse of trusted imaging knowledge for the consuming public and as the advocate, the enabler, the teacher and the cheerleader for their customers they should be rewarded regardless of where the final sales transaction is consummated.”

### **Program Details**

Retailers will be provided with discount coupons for the consumers that are specific to the store and each of its retail associates. When the consumer downloads and buys any of the software programs from the Image Trends Web site [www.ImageTrendsInc.com](http://www.ImageTrendsInc.com) they will receive a 10% discount when the discount coupon is used. Image Trends will make commission payments to the store headquarters for the sale of Image Trends products on a quarterly basis. Accompanying the payment will be a breakdown of the consumer purchases by store and associate. This will allow the retailer an opportunity to reward individual associates for their suggestive selling efforts as appropriate.

Photo retailers that promote awareness and sales of Image Trends products through in-store demonstrations and by recommendations from experienced store personnel will receive a commission on these sales. Secure internet sales are transacted and documented by eSellerate®, a Digital River® company, an industry-leading software commerce provider. The Terms and Conditions plus the Retail Affiliate Program application can be downloaded from the Image Trends Web site [www.ImageTrendsInc.com](http://www.ImageTrendsInc.com), click on the About Us tab or contact [Mike.Conley@ImageTrendsInc.com](mailto:Mike.Conley@ImageTrendsInc.com) for more information.

Image Trends has a try before you buy policy, individuals may download a free trial version (it watermarks the image – do not save) from the Web site [www.ImageTrendsInc.com](http://www.ImageTrendsInc.com).

### **About Image Trends, Inc.**

Image Trends, Inc. is a select team of talented product innovators, dedicated to the continued invention and development of creative tools and products that enrich our lives through *The Science of Imaging*. ITI licenses its branded technologies through Original Equipment Manufacturers (OEMs) that provide products for the professional and consumer imaging markets. Additionally, ITI directly distributes Adobe® Photoshop® Plug-in compatible filters and stand alone image correction and enhancement applications. More information can be found on the Image Trends Web site at [www.ImageTrendsInc.com](http://www.ImageTrendsInc.com).

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