

Fotomoto Signs Up 150 Photographers In Two Weeks For Instant Photo Commerce Service

SAN FRANCISCO, California (May 7, 2009) – Within two weeks of launching in closed beta on April 12th, Fotomoto, a service that enables photographers to sell images on their own websites, passed the 150-customer mark.

Photographers and organizations that own or aggregate photos often find the amount of effort required to sell photos rather frustrating. While creating photo websites has become easy, adding e-commerce and professional fulfillment to such websites is still a challenge. The only existing solution, selling via generic photo store websites, contradicts the branding and artistic identity of one's own website.

With Fotomoto, photography websites can instantly attach a "Buy Now" button to all of their sellable photos. The button "knows" the pricing and availability of the photos, and keeps track of photo editions. It allows visitors to easily place orders for photos without leaving the website.

"Personally, I'm really excited by this as it will allow us to provide high-quality prints, to a world-wide audience, in a much simpler way than previously." said photographer David J. Nightingale, whose website, www.chromasia.com, is viewed by more than 150,000 unique visitors every month.

In addition to prints, Fotomoto is planning to offer postcards, calendars, photo licensing, and merchandise. As the New York Times has observed, "this could turn the industry on its head" by removing the middleman and empowering photography websites to sell directly:

- The service can be customized to blend into any website, and takes just a few clicks to install.
- Fotomoto receives, fulfills, and ships the orders on behalf of the site owner.
- Site owners have full control over the pricing of their photos.
- Fotomoto automatically manages their photos, editions, sales, and customer lists for them.
- Organizations and galleries can share revenues with their photographers via Fotomoto.

"The reaction has been overwhelming." said Ahmad Kiarostami, CEO and co-founder. "Photographers have been looking for a solution that would not make them sell their art at online photo supermarkets. Fotomoto allows them to maintain their online artistic brand, and sell directly to their audience. The volume of requests to use Fotomoto is staggering, coming literally from all over the world."

Fotomoto has partnered up with best-in-class printing facilities for premium quality prints, and delivers orders internationally.

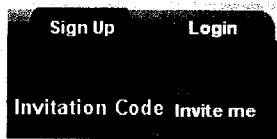
About Fotomoto

Fotomoto enables photographers, magazines, blogs, non-profit organizations, news agencies, and sports and celebrity websites to sell photos on their own websites. Using Fotomoto, any individual or organization with photo content can sell photo-based products without sending their customers to third-party websites. To find out more please visit www.fotomoto.com.

**** Sample Sites for Plug and Play EXPO:**

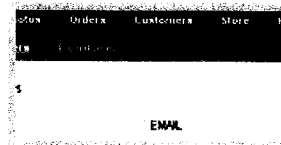
<http://www.topleftpixel.com>
<http://www.nicoleraestudio.com>
<http://www.chromasia.com/iblog>
<http://troisiemeoeil.org>
<http://www.onethousandfaces.com.au>
<http://www.tahuano.net>
<http://mynicki.net>
<http://www.cafepics.com> ← on this site use coupon code 439C85 for 50% off!

What Fotomoto Offers You



No Subscription Fees:

Fotomoto is free to use. We get paid when you sell a photo.



Customer Relationship Management:

Manage your customers, send group emails, and keep them informed.

Print Sizes and Pricing (change)

DESCRIPTION	SIZE
7.5x10	6x6

Professional Pricing:

Set group/individual photo pricing for various sizes and editions.



Control Panel:

Manage your photos, track sales, and see reports all in one place.

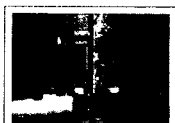
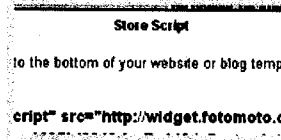


Photo: Fo
Original: f
Editions:

Print Editions:

Let us keep track of your photo editions for you.



Easy Installation:

Just add one line of code to your website template and start selling.

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TASK	TIMES
EDITORS	1
EDITORS	1
EDITORS	1
EDITORS	1

Photo Analytics:

Get detailed information about photo popularity, view count, and more.



Fully Customizable Look:

Make the toolbar blend into your website design.

What Fotomoto Offers Your Customers

More Products:

Growing array of products: Prints, Postcards, Calendars, ...

Easy Sharing:

Easy ways to share and promote your photos: e-card, facebook, Digg, ...

Premium Quality:

Prints and products made by the best quality print shops

Flat Packaging:

Prints up to size 30"x40" are shipped using flat packaging

Secure Transaction:

A trusted company and secure system to buy with confidence

Customer Support:

Dedicated team for high quality and professional customer support

Instant Orders:

Buy prints where the photo is, not on a generic photo markets

Instant Payment:

No more manual invoices, follow ups, and email payments

[Click here to request an invitation](#)