

**FOR RELEASE**

**PHOTO EXPERTS SELECTS LUCIDIOM TO POWER WHOLESALE LAB**

**Lucidiom APMs Loaded with EQ Pro Software Provide Complete Imaging Solution for Largest Private Wholesale Lab Facility in U.S.**

**Woodside, New York, May 20, 2008** – Photo Experts Inc., a leader in the photo developing industry since 1981 and the country’s largest wholesale facility, today announced it has selected Lucidiom Inc. as its digital imaging solutions provider.

Photo Experts will install more than 300 APM 2000 kiosks at remote dealer locations across New York with order fulfillment at their central wholesale lab facility in Woodside. The kiosks, or automated photo machines (APMs), will be fully loaded with Lucidiom EQ Pro software, providing thousands of photo printing, photo book, creative memory, gifting and CD/DVD options to the consumer and countless revenue opportunities for Photo Experts dealers.

“Photo Experts has been a print fulfillment industry leader since 1981 and as we expand our business into the digital market, we want more than a simple kiosk provider, we want a business partner, in the photofinishing industry,” said Photo Experts Partner Jerry Pi. “We have chosen Lucidiom based on their outstanding reputation in the marketplace, their powerful software and robust product offerings, as well as their ability to meet our aggressive timetable for deployment.”

“Whether it’s a photo book, folded card, bound calendar or even a standard print, Photo Experts will be able to offer that and more to their dealers now that Lucidiom is their digital imaging solutions provider,” said Steve Giordano, Jr., Lucidiom president. “The return on investment for Photo Experts will be impressive based on data we’ve seen from other Lucidiom customers’ revenue growth in the creative market. Photo books and folded cards continue to top the growth charts for our customers. We look forward to Photo Experts’ success beyond the 4x6 print.”

**About Photo Experts:**

Photo Experts, and its online subsidiary PEphoto, is a leading digital online developing service and has been involved in the photo industry since 1981. Their current product lines include wholesale professional and consumer printing, retail delivery, commercial printing, photobook fulfillment and digital photography consultation. All their print products are printed with pride in the USA and their offices are located in New York City.

**About Lucidiom:**

With some 55,000 photo kiosks deployed worldwide, Lucidiom Inc. is the leading provider of flexible and brand-independent digital photofinishing systems. Lucidiom EQ – the complete imaging solution – enables retailers to develop in-store and online revenue streams beyond the standard 4x6 print. Lucidiom EQ features the APM photo kiosk; Luci content; Photo Folio products (including photo books, folded cards and bound calendars); EQ Printer; APM ProfitWatcher statistics tracker; Photo Finale online software; and Lab 50 management system - all connected by the APM Network. For more information about how Lucidiom empowers the "Go Beyond 4x6" digital imaging movement, visit [www.lucidiom.com](http://www.lucidiom.com).

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