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FOR IMMEDIATE RELEASE

PEphoto introduces Free ROES photo editing software

Woodside, NY, August 15, 2008 – PEphoto announced today the release of the PEphoto ROES photo editing software and ordering system. The ROES software was programmed by Software Systems Inc and customized by PEPhoto.

Branded as “PEphoto ROES”, the new software is full of powerful features designed specifically to help professional photographers and photo enthusiasts to excel in their business. The new [ROES photo editing software](#) is a free client download placed on the desktop for users.

PEphoto ROES gives consumers complete control of editing images. Customers can quickly alter, crop, and rotate your photos, add options such as BW and Sepia, add borders of any color, and choose from hundreds of print sizes, templates, greeting cards, calendars, wedding pictures, baby photos, canvas prints, collages, sport templates, and more.

Customers can download the free ROES software tool at <http://www.pephoto.com/>.

About PEphoto

PEphoto is located in Woodside, NY. Their current product lines include wholesale printing, retail delivery, commercial printing, and digital photography consultation. PEphoto provides online photo print fulfillment to over 1900 retail locations around the New York City area. Their print products are printed in the USA. Their photo printing partners include Kodak, HP, Imaging Solutions, Durst, Noritsu, and Lifepics.

PEphoto corporate offices can be reached at 718-899-2700 or contacts@pephoto.com.

About ROES by Software Systems, Inc.

Softworks Systems Inc. was founded in February 1992 and is located in Jamesville, NY. The ROES photo software solution was introduced in 2003 and is presently being used in 172 labs and over 10 countries, including Canada, United Kingdom, Japan, Australia, and New Zealand. The ROES Photo editing and ordering software has experienced a 100%

renewal rate among its clientele. The company's information can be found at www.softworksroes.com.