

Media Contact:

Jenny Gilcrest
Public Relations
Phone: 305-373-9042
press@sharpics.com

NEWS RELEASE

Sharpics Unveils Portfolio of “Do-it-Yourself” Solutions for Quick and Easy Professional Product Photography

Company Launches Enhanced Version of D-Flector Portable Photography Studio at PMA Show

LAS VEGAS — March 8, 2007 – Sharpics, Inc., a leading source for product photography, today unveiled its complete line of cost-effective and easy-to-use solutions for achieving professional product images. This week at the PMA International Convention, Sharpics will debut an enhanced version of its D-Flector[™] Portable Photography Studio, alongside its product line-up in booths Q242, Q244 and Q246.

Sharpics' D-Flector is a patent-pending portable photo studio that quickly unfolds into a tabletop background stand to support the product photography needs of everyone from professional to novice photographers. The product is ideal for individuals to easily create high-quality product images needed for selling items via the Internet, designing print catalogs, marketing and promotional materials, art projects, etc. The D-Flector has also proven to be helpful for documenting items for insurance claims, appraisals, home and office inventories or estate planning.

The D-Flector is available in two sizes: 20"W x 32" (\$69.95) and 30"W x 40" (\$119.95). Further, the enhanced version contains three seamless backgrounds in reflective silver, matte white and black, to provide more options for photographing a variety of products including cell phones, collectibles, packaged goods, computers, accessories, food, books, clothing, musical instruments, small furniture, electronics, and more.

The revolutionary reflective background material included with the D-Flector activates when photographed with flash or strobe lighting as the main light source. This allows the background of the object being photographed to become pure white and the object appears to be 'floating on air'. For highly reflective items like jewelry and glassware, the matte white and black backgrounds work best. The D-Flector can also be positioned flat for photographing items like books and stamps.

“The ubiquity of digital cameras among consumers has greatly supported the growth of Internet retailing and the popularity of online auctions as a way for anyone to become a merchant these days,” said Danica Mazon, co-founder of Sharpics. “All of our products are easy to use, convenient to carry and store, and affordable – so that everyone from the pros to beginners can set up their very own tabletop photography studio and get professional quality images,” said Danica.

Key Features and Benefits of the D-Flector:

- Black leatherette briefcase design with magnetic flap and chrome-plated swivel handle
- Briefcase can unfold flat or as a seamless background sweep with an integrated easel stand
- Includes three seamless backgrounds including reflective silver, matte white and black
- Backgrounds are secured with top and bottom clips, as well as corner pockets.
- Unlike paper or cloth, vinyl backgrounds are durable and easy to clean
- Compact for easy storage

In addition to displaying the D-Flector at PMA, Sharpics will showcase its full line of “do-it-yourself” applications, including:

Tabletop Monopod: \$49.95

Sharpics' *Tabletop Monopod* is compact, sturdy, user-friendly and ideal for tabletop photography. Unlike a tripod, it provides room to work, without taking up floor space. It clamps onto almost any work surface with many of the adjustable features that are found on most tripods without the legs.

Tabletop Studio Light Kit: \$129.95

Sharpics' *Studio Light Kit* includes two mini studio lights, designed specifically for tabletop photography.

Clamp-on Overhead Light Kit: \$89.95

Sharpics' *Clamp-on Overhead Light Kit* extends product photography capabilities to include overhead lighting effects.

PolyBounce™ Reflective Background with Stand: \$149.95

Sharpics' *PolyBounce* is a reflective silver background material that is activated by flash/strobe lighting for a pure white background. PolyBounce comes with a stand and is 3" X 10" and is large enough to take photos of clothing, upright products, and portraits for ID cards, etc.

“As soon as I got my hands on a D-Flector, I wished I'd had one 30 years ago! It would have saved me a fortune in film and time for small product photography. Now that I'm using it with digital imaging, it makes a beautiful, fast seamless background tool with a minimum of Photoshop work.”

-Chuck Behrman,

C.H Behrman Photography

About Sharpics

Based in San Diego, Calif., Sharpics, Inc. is a privately owned company and is responsible for all facets of its product development – from conception to completion. Sharpics makes it easy to capture high-quality product photos for use with websites, online auctions, Internet retailing, print catalogs and promotional materials, graphic design and more. Sharpics products are available for purchase at a variety of specialty retailers throughout the United States or online. To locate a retailer or to purchase online, please visit www.sharpics.com for more information.

###