

FotoDesk Announces Entry of flauntR to French-speaking Countries

Online photo editor flauntR now reaches over 33 French-speaking countries

Zug, Switzerland. (October 9, 2008) – FotoDesk Group AG (www.fotodesk.com) today announced the launch of flauntR (www.flauntr.com) in French, extending the reach of the popular online photo editor to more than 128 million French-speaking people in 33 countries.

The new flauntR boasts of an all-French interface to enable easy navigation and access to the seven editing and printing tools in the online photo suite. As flauntR has recently integrated online printing service, French-speaking users of the free photo editor can now print their photos as fine art, posters, canvas, and greeting cards on a choice of six different paper types.

FotoDesk has been continuously innovating flauntR since its launch more than a year ago, as part of a larger plan to create a single, online interface for photo services. By adding one-click integrations for over 30 popular networks, FotoDesk has created a unique interface for online imaging services that combine storage, editing, sharing, and printing in a single, seamless service. This relieves the user from having to manage multiple identities and platforms for storage, editing, sharing, and printing of photos.

flauntR's coverage of online networks include social networking websites like MySpace, photo storage services like Flickr, and online publishing websites like Blogger. Users can transfer their photos stored in online and PC-based repositories through a single click, and are allowed to print, store, or download their photos after editing.

flauntR began its service in September 2007, and was acquired by Switzerland-based FotoDesk in June 2008. A week later, FotoDesk acquired ColorPlaza, a pioneer in online photo finishing with operations in 11 countries. Colormailer and FastLab, two leading photo-printing brands in Europe that belonged to ColorPlaza, were also scooped up by FotoDesk as part of the deal, vertically integrating photo-based services ranging from the camera to photo printing.

By combining the services of flauntR and ColorPlaza, FotoDesk has strengthened its photo services in over 11 countries, through websites in nine languages. In addition to its traditional turf of online photofinishing services, FotoDesk now provides image processing, sharing, archiving, and printing. The group also plans to extend its services to the US and India later this year.

About FotoDesk

FotoDesk Group AG is based in Zug, Switzerland, and is backed by New Value, a Swiss Private Equity fund quoted at the SWX Swiss Exchange. FotoDesk addresses the market through its consumer brands flauntR, ColorMailer, and FastLab. The company provides services across Europe through websites in nine languages.

Contact: Mahir Haneef
Public Relations
Ph: 91.471.252.7727
Email: mahir@fotodesk.com