

Press Release

flauntR Launches One-Click Upload Plugin for Picasa

Zug, Switzerland. (August 22, 2008) – Moving closer to the goal of a single interface for online photo services, FotoDesk Group AG (www.fotodesk.com) announced the launch of a direct-upload Picasa plugin for its online photo suite flauntR (www.flauuntr.com). The new plugin integrates with Picasa in two simple steps, enabling one-click uploading of photos to flauntR from Picasa, the PC-based photo organizer by Google Inc.

The plugin, available at <http://www.flauuntr.com/flauuntr/login/picasabutton.jsp>, installs the flauntR import button to the Picasa menu toolbar. Uploaded photos can be personalized online using stylR, the flauntR tool to apply thousands of one-click effects, photo frames, filters, and overlays. Basic editing and enhancements to photos can be done using editR, the photo-editing tool in flauntR suite.

Users can add custom font text messages, slap-on shapes, stickers, speech bubbles, and disguises to photos with the textR tool of flauntR. The profilR tool helps to create the ideal profile photo for social networks and online services. profilR already supports over 30 popular networks, including social networking websites like MySpace, photo storage services like Flickr, and online publishing websites like Blogger.

Photos can also be converted to mobile wallpapers using mobilR, which has best-fit photo sizes for over 250 phone models built in. The picasR tool enable users to capture colors from world famous paintings to give a classic look to photos. Various color tones that are normally achieved through professional editing can be applied with a single click using picasR.

FotoDesk is rolling out a unique platform of online imaging services that combines storage, editing, sharing, and printing in a single, seamless service. The comprehensive service would also provide one-click integration with both PC-based and online photo repositories to enable easy access to photos.

FotoDesk recently acquired online photo editor flauntR and ColorPlaza, an online photo finishing company with operations in 11 countries. The group has also scooped up FastLab and Colormailer, the online photo-printing brands that were owned by ColorPlaza, as part of the deal.

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.