



FotoZoomer LLC  
1200 Woodruff Road, Suite G-16  
Greenville, SC 29607  
Tel: 864.286.6868 • FAX: 864.286.6767  
Website: [www.fotozoomer.com](http://www.fotozoomer.com)  
Email: [sales@fotozoomer.com](mailto:sales@fotozoomer.com)

# Press Release

Contact: Eric Steadham  
Phone: (864) 286.6868 ext. \*301

**FOR IMMEDIATE RELEASE**  
9 A.M. EDT, June 16, 2008

## **FOTOZOOMER LLC ANNOUNCES C.R. KENNEDY PTY. LTD. TO BE THEIR DISTRIBUTOR FOR AUSTRALIA AND NEW ZEALAND**

The logo for C.R. Kennedy &amp; Company Pty. Ltd. is a blue rectangular box with white text. The text reads "C.R. KENNEDY" in a large, serif font, with "&amp; COMPANY PTY. LTD." in a smaller, sans-serif font below it.

GREENVILLE, SC, JUNE 16, 2008: FotoZoomer LLC, an industry-leading supplier of photo to poster kiosk printing solutions, is pleased to announce that C.R. Kennedy Pty. Ltd. has been selected as FotoZoomer's distributor for the Australian and New Zealand markets.

C.R. Kennedy & Company Pty. Ltd. is Australia's largest distributor of photographic, surveying, surveillance, medical and digital audio equipment. C.R. Kennedy represents such famous brands as Pentax, Hasselblad, Sigma, Bowens, Redwing, Elmo, Leica Geosystems, Dallmeier, Samsung Electronics, iRiver, and more. With offices in all major Australian capital cities and Auckland, New Zealand, C.R. Kennedy is able to provide a quality of service to match the caliber of its brands.

Eric Steadham, President and Founder of FotoZoomer, stated, "C.R. Kennedy has an outstanding reputation for quality sales and service operations in Australia and New Zealand. We have absolute confidence in their ability to drive marketplace success with FotoZoomer solutions."

Marc Payet, C.R. Kennedy Pty. Ltd. National Sales Manager added, "We are excited and pleased to be offering FotoZoomer solutions in our markets. After a detailed evaluation of FotoZoomer

products, we have found them to be highly innovative, offer a great value to our customers and enable C.R. Kennedy to begin to serve new markets in Australia and New Zealand.”

FotoZoomer is a walk-up, self-service, standard picture to poster-size, full color printing system. The system has the ability to print digital pictures that are stored on DVDs, CDs and standard digital camera storage media. Using a simple to use interface the customer can walk-up to the system and load their images. Once loaded, the customer has a range of options including:

- Enhancing the quality of the image to be printed,
- Selecting the area of the image they wish to print,
- Adding text with full control of font face, size and text location,
- Integrating their image with a pre-stored border, calendar, or sign template,
- Selecting the size they wish to print, from standard 4' x 6' prints to 24 x 36" posters,
- And, selecting the media they wish to print on from standard photo stock, canvas and signage material, to name a few -- you choose which medias to offer.

For additional information about our company and its products, please visit our website at [www.fotozoomer.com](http://www.fotozoomer.com).

**About FOTOZOOMER LLC** -- FotoZoomer LLC ([www.fotozoomer.com](http://www.fotozoomer.com)) is an industry-leading manufacturer of photo to poster kiosk printing solutions for the retail shipping market, K-12 education market and regional retail chains. FotoZoomer products have previously won Best of Show at DIMA (Digital Imaging Marketing Association) and Best of Show at the AMPC (Association of Mail and Parcel Centers) National Convention.

**About C.R. KENNEDY PTY. LTD.** -- C.R. Kennedy ([www.crkennedy.com.au](http://www.crkennedy.com.au)) is Australia's foremost importer and distributor of photographic, medical, CCTV and survey equipment. The head office and main warehouse is located in Melbourne, with branch offices and warehouses in Sydney, Perth, Adelaide and Brisbane. C.R. Kennedy (NZ) Ltd. is based in Auckland and offers full representation throughout New Zealand. Through this network, C.R. Kennedy provides full distribution and representation throughout the Australasian region.

All referenced product names, and other marks, are trademarks or registered trademarks of their respective owners.

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