

FOR IMMEDIATE RELEASE

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**PROMASTER EXPANDS PROFESSIONAL
COLOR INKJET PAPER PACKAGING LINE**

*New consumer friendly packaging communicates clearly to buyers looking for
the right high-quality inkjet printer paper.*

Photo Marketing Association International Trade Show
February 20-23, 2005
Booth number: 5593

Orlando, FL (February 2005) Photographic Research Organization, Inc. (PRO) introduced today the **addition of two new color inkjet papers** to the **PROMASTER PhotoImage** line of professional inkjet papers:

- **PhotoImage Artisté, a 100% cotton rag, buffered and acid free inkjet paper**, is a superior heavyweight sheet designed for photographers and artists alike. **Coated for exceptional print fidelity, color/tone richness and longevity, PhotoImage Artisté** offers a unique museum quality feel.

- **PhotoImage Matte, a dual-sided coated matte inkjet paper**, is a “print on demand” heavyweight sheet, perfect for printing greeting cards to business cards and home or business two-sided desktop print projects.

These two new papers enhance the existing **PROMASTER** line of professional inkjet papers designed especially for Epson, Hewlett Packard, Canon and other inkjet printers.

PROMASTER PhotoImage inkjet papers are offered in **Heavyweight Photo Glossy, Heavyweight Photo Matte, Artisté 100% Cotton Fine Art** and **Dual Sided Matte** surfaces and include these key features:

- Extra **heavy weight** sheet for true photographic feel and appearance
- Specially formulated to be **water and light resistant** and **deliver true color reproduction with brilliant colors, excellent tonal range and superior brightness**
- **Dries instantly** eliminating smearing, running and other handling problems
- **High resolution** finish to produce crisp, sharp images

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Expanded packaged quantities now include 50 and 100 sheets.

The **new packaging** highlights size, weight, number of sheets and finishes to help customers choose the paper that fits their home or office printing needs.

PROMASTER PhotoImage Professional Inkjet Papers

<u>Name</u>	<u>Size</u>	<u>Package</u>
PhotoImage PRO Heavyweight Photo Glossy	4x6	30, 50
	8.5x11	25, 50, 100
	11x17	20
	13x19	30
PhotoImage PRO Heavyweight Photo Matte	4x6	50
	8.5x11	25, 50, 100
	11x17	20
	13x19	20
PhotoImage Artisté 100% Cotton Fine Art	8.5x11	20
	11x17	20
	13x19	20
PhotoImage Dual Sided Matte	8.5x11	20

PROMASTER PhotoImage line of professional inkjet papers is available now through PRO member specialty photo retail stores across the country. For a complete listing of retail locations, visit our Web site at www.promaster.com

About Photographic Research Organization (PRO)

Photographic Research Organization, Inc. (PRO), a national retail cooperative founded in 1958, is owned and managed by some of America's most innovative independent specialty photo retailers. Known as "imaging experts" in the local markets they serve, member stores offer a full line of traditional and digital photographic cameras, lenses and related equipment and accessories. Additionally, PRO member stores offer on-site film processing and digital imaging services as well as a complete range of supplies designed to enhance the picture-taking experience.

Market driven and quality conscious, PRO creates and distributes premium quality lenses, digital camera memory, batteries, accessories and filters, as well as digital and conventional electronic flashes, through member retail stores under the company's signature PROMASTER brand.

For more information on PROMASTER products and dealer locations visit www.promaster.com.

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