

FOR IMMEDIATE RELEASE

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PROMASTER[®] INTRODUCES DUAL-SIDED PHOTO GRADE PROFESSIONAL COLOR INKJET PAPER

Semi-Gloss, Bright White and Natural Watercolor

Orlando, FL (February 2006) – Photographic Research Organization, Inc. (PRO) introduced today the addition of its **NEW PhotoImage Album** series of color inkjet papers to the PROMASTER PhotoImage line of professional inkjet papers.

These new papers are dual coated papers that can be **printed on both sides of the sheet** and are perfect for those who would like to print their own album or scrapbook papers with their inkjet printer. The new papers include:

- **PhotoImage Album Semi-Gloss**, a 10.5-mil micro porous RC photo grade, bright white semi-gloss inkjet paper that is compatible with dye and pigment inks, dries instantly and is water resistant.
- **PhotoImage Album Bright White**, a 100% cotton rag 300 GSM bright white fine art photo grade inkjet paper. PhotoImage Album Bright White is buffered and acid free. This superior heavyweight sheet is designed to provide exceptional print fidelity, color/toner richness and longevity and is compatible with dye and pigment inks.
- **PhotoImage Album Natural Watercolor**, a 100% cotton rag, 190 GSM fine art photo grade inkjet paper. PhotoImage Album Natural Watercolor is acid free and contains no optical brighteners, delivering the maximum potential image life. This superior sheet provides exceptional print fidelity, is compatible with dye and pigment inks and dries quickly.

PhotoImage Album Papers are all delivered in an **archival storage box** offering consumers the added convenience and value of storing their printed images under optimum conditions.

In addition to the PhotoImage Album series, PROMASTER has also expanded the PhotoImage PRO series with the addition of the **Pearl** surface to the existing Glossy and Matte surfaces. A **100% Cotton Canvas** inkjet fabric has been added to the PhotoImage Artiste series.

With the addition of these 5 new papers, PROMASTER offers one of the most complete lines of professional photo grade inkjet papers available today. All PROMASTER PhotoImage Professional Inkjet papers are designed to give brilliant photographic output with Epson, Hewlett Packard, Canon and all other inkjet printers.

The PROMASTER PhotoImage line of professional inkjet papers is available through PRO member specialty photo retail stores across the country. For a complete listing of PRO specialty retail store 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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