



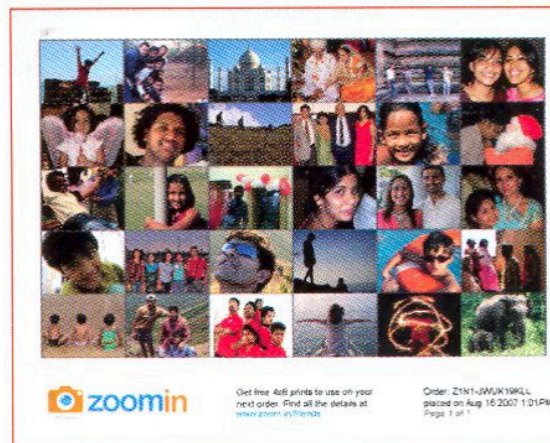
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Get 100 free top-quality prints: Zoomin.com!

Committed to fuel the digital photography revolution in India, some of the most successful Indian and US entrepreneurs have come together and launched www.zoomin.com. This recently launched website enables customers around the world to store, share and print digital photos.

Sunny Balijepalli, co-founder of Half.com which was acquired by eBay at around \$350 million is spearheading this venture with the likes of Indian photography experts (Mazda) in creating a premier website for the global digital photography market. The highlight however is their dedicated and sophisticated infrastructure both in the portal and for physical prints which can be mailed across the globe within the next working day (in India).

According to available industry data, 9,00,000 digital cameras will be sold in India in 2007. Digital photo printing itself is a \$15 billion market worldwide and there are over 30 million Internet users which



proves that there is space for more players in this market.

Zoomin.com offers free unlimited storage space, easy sharing processes between other photo-sharing websites and blogs, and best-quality prints at lower prices (Price ranges from Rs 4 - 40 for 4x6 to 8x10 prints respectively). Zoomin also has a comprehensive back-office and fulfillment set-up in India to print photos locally which includes state-of-the-art printing facilities and trained personnel. Zoomin is also offering free 100 prints while stock lasts for early customers.