

PHOTO INDUSTRY Reporter

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Dan's Camera City Named *PIR's* 2005 Photofinisher of the Year

Woodbury, NY—*Photo Industry Reporter*, the imaging industry's business paper, has named Dan's Camera City as its Photofinisher of the Year. This prestigious award is given annually to the nation's photo retailer that exhibits creativity and ingenuity in the field of photofinishing.

Located in the heart of Allentown, Pennsylvania, this single-location retailer/photofinisher with 16 satellite drop site locations, has adeptly created a customer solution for all things digital. A successful combination of more than two dozen kiosks located throughout the Lehigh Valley, the inception of its innovative coffeehouse-style DigiPrint Lounge, online photo ordering, state-of-the-art digital photo lab and highly trained staff earned the store this coveted annual award.

"I see this as a time of great opportunities," says Mike Woodland, Dan's CEO, "because technology now offers so many options we can present to our customers. But the real difference at Dan's is the folks who work here. We have a highly knowledgeable staff that takes pride in the job they do day in and day out, with one goal in mind—to provide customers with the best possible shopping experience."

In addition to Dan's other consumer-centric services, its DigiPrint Lounge transformed the ordinary task of ordering digital photos into a true experience. Customers can order photos while sipping gourmet coffee and watching their kids play in the children's entertainment area. Ms. Digiacinto, a Dan's customer, had this to say, "We actually have a blast editing, cropping and reviewing our photos! The 'help system' is a unique and discreet way to receive help."

"Everyone you talk to at Dan's is enthusiastic and excited about imaging. Couple this with the DigiPrint Lounge and Dan's new online fulfillment service, and we saw a company willing and able to change, adapt and meet the best expectations of its customers," says Jerry Grossman, *Photo Industry Reporter's* co-owner and editor in chief. "We knew we didn't have to look any farther for our 2005 Photofinisher of the Year."

"On behalf of all 65 members of Dan's Camera City's team, I am honored to accept this prestigious award as *Photo Industry Reporter's* 2005 Photofinisher of the Year," says Woodland. "It is a tribute to our staff and our ongoing efforts to make Dan's Camera City the destination of choice for everyone who takes pictures."

Photo Industry Reporter (www.photoreporter.com) has been serving the photographic and imaging industry for over 12 years. Published 21 times per year, with a circulation of over 15,000, it is known as the Imaging Industry's Business Paper.

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