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FOR IMMEDIATE RELEASE

Liberty Delivers Unparalleled Interactive Online Ordering Experience

Liberty partners with Ignify to offer customers a state-of-the-art interactive ordering and tracking ecommerce web site

SAN CLEMENTE, Calif., April 8, 2008 – [Liberty](#), the premier source for the development and distribution of lifestyle photo products (gifting), lab consumables, custom lab solutions, equipment, replacement parts, and pro photography equipment, today announced the official release of its new state-of-the-art, integrated online interactive ordering and tracking ecommerce web site.

Liberty is strengthening its online operations with a new web platform that delivers a self-serve ordering portal for its customers. The Liberty portal enables customers to access real-time information about ordering delivery, availability and more, boosting efficiencies and improving customer service.

“The Ignify technology allowed us to re-launch our web site on a new, more flexible platform that offered easy integration into existing back office operations such as accounting, shipping, inventory and ERP systems,” said Garry Green, president Liberty. “Liberty’s ongoing success is in large measure due to our renowned customer support, and that support just got better with this new system.”

Liberty’s continuing focus on its logistics and supply chain management expertise is further enhanced with this ecommerce platform.

Continued Green, “Our ongoing commitment to our customers is to proactively deliver unique equipment and packaged solutions; everything from wide format printers, and

-more-

sophisticated high end photo book binding to kiosks and “fashion statement” photo printing, and this new platform not only informs our customers of the new products and services that can improve their revenues, but how these products work together as a complete solution—and then of course, order status and when the products will be delivered.”

Ignify's platform, will also help Liberty to improve enterprise performance management across multiple systems by tracking key performance metrics (KPIs) for each function across an organization. Liberty can now track, for example, the number of customers serviced within a certain time frame and with what profit margins; improving customer service even more and creating new industry standards for photo imaging.

“We were able to implement a feature rich website that not only offered bidirectional integration with Liberty’s eCommerce, and ERP system, but also support online marketing and promotions as well as merchandising management,” said Sandeep Walia, CEO of Ignify. “Knowing Liberty’s focus on customer service we are pleased to be able to further contribute by allowing them to offer near real-time pricing and inventory data for display online, as well as managing order details throughout the sales cycle.”

About Liberty

Founded in 1984, Liberty (an ISO 9001:2000 certified company), is the market leader in the development and distribution of equipment, replacement parts, consumables, and custom lab solutions for the photographic imaging industry. The company services a broad range of labs including professional, commercial, wholesale, online fulfillment, specialty photo retail, regional and national drug, grocery, and mass retailers and professional photographers. Servicing more than 16,000 global end-user locations and photographers with an advanced logistics and sourcing platform, Liberty supplies more than 9,000 products including; minilab replacement parts and consumables, wide format printers, ink and media, custom printed CD’s / DVD’s / flash memory, kiosks, software, lifestyle photo products (photo gifting supplies), and more. For more information go to <http://www.libertyphotoproducts.com> or call (949) 361-1100.

About Ignify

Ignify, established in 1999, is a privately-held ISO 9001:2002 certified company focused

on the mid-market eCommerce and mid-market accounting segment. Targeting the mid-level market, Ignify offers a comprehensive set of Business to Business (B2B) and Business to Consumer (B2C) eCommerce solutions for increasing online sales while lowering overall operation costs. The company also provides consulting services for ERP, eCommerce and software development initiatives and is a Microsoft Gold Certified partner and Sage Certified Development Partner. Ignify has offices in Los Angeles, Silicon Valley, Nashville, Toronto, Pune and Bangalore. www.ignify.com

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