



For Immediate Release

Adorama Introduces The APPOS™ - Photo App Awards and Photo Contest for the iPhone

Celebrity panel to judge photo contest – Deadline for entries is February 15, 2010

New York, NY (January 13, 2010) – Adorama, one of America's premier photography and consumer electronics resellers, announces that they are launching the APPOS, the first annual iPhone App Awards for Photography as well as an iPhone Photography Contest. The annual APPOS Awards are designed to spotlight the rapid rise in popularity of the iPhone as a new platform for digital point-and-shoot photography and to recognize developers of outstanding photo Apps.

An esteemed panel of judges includes Photoshop Guru Scott Kelby, Nikon shooters Joe McNally and Moose Peterson, Canon shooters Eric Meola and Syl Arena, plus popular WFAN radio personalities, former football quarterback Boomer Esiason and commentator Craig Carton. Winners for both the photo contest and the first ever APPOS Photo App Awards will be announced during the month of March.

"We were amazed to see what our customers were accomplishing with their iPhones," said Ahron Schachter, Adorama spokesperson. "They were getting photographic results that no ordinary digital camera could accomplish without the use of image editing software normally found on a desktop computer. But they were doing everything on their iPhones! We believe the Apple iPhone is changing the way people think about their photos; there's no doubt it is changing the picture-taking habits of even novice photographers."

With over 2,000 photography-related Apps in the Apple iTunes App Store for photography, iPhone owners are using this software on their phones to expand and creatively explore photography in ways not even imaginable on a standard point-and-shoot camera, no less a cellphone camera. These Apps (software programs that load on an iPhone or iPod Touch) are turning the iPhone into a very powerful photographic tool for capturing, editing and manipulating all types of photographic images and graphics right on the iPhone or iPod Touch (no computer needed).

The Adorama Photo APPOS Awards will cover six categories of photo software from colorization, masking/cropping, filters, zoom, panoramic and stop action Apps. Along

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with honoring the software titles and their developers, Adorama will showcase the winning Photo Apps, chosen by popular vote. Photographers winning Awards will be chosen by the panel of judges, in categories including Nature, People, Humor and Creative/Special Effects.

All photographic entry information can be found on the Adorama web site at:
<http://contest.adorama.com/> .

Contest entries will be accepted until February 15, 2010. All winners will be announced during the month of March 2010 via the Adorama web site and via e-mail blast to Adorama's customer base. Prizes include one Grand Prize of a \$1,000 Adorama Gift Certificate plus 10 Wacom tablets, fifteen Canon wireless printers, thirty \$100 Adorama Gift Certificates and twenty-five \$50 Apple App Stores Gift Certificates.

About Adorama

For more than thirty years, Adorama Camera, Inc. headquartered in New York, NY, has been one of the nation's largest retail and mail order suppliers serving professionals as well as amateurs in the photographic, video, digital imaging, consumer electronics and telescope/binocular fields. Adorama prides itself on offering the best combination of quality services, selection, knowledgeable staff, and competitive pricing. For more information about Adorama's products, services, and the unique Adorama educational services visit www.adorama.com.

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Contact

Ahron Schachter

Director of Merchandising and Marketing, Adorama
212-741-0401 xt. 2111
ahrons@adorama.com

Steve Rosenbaum/Leigh Nofi

S.I.R. Marketing Communications, Inc.
631-757-5665
sir@sironline.com / leighnofi@sironline.com