



FOR IMMEDIATE RELEASE

Animoto Searches for the “Next Top Photographer” at WPPI 2011

WPPI 2011 attendees can enter contest to be the next professional photographer featured in a full-page Animoto ad in Rangefinder Magazine

Las Vegas, NV (February 18, 2011) WPPI Booth #1508 -- Award-winning online video creation service Animoto (www.animoto.com) announces today the “Are you Animoto’s Next Top Photographer?” contest taking place in Animoto’s Booth #1508 on Monday, February 21st – the first day of the Wedding & Portrait Photographers International (WPPI) 2011 trade show.

The first 100 WPPI attendees to visit the Animoto booth and get behind the video camera to talk about why they love [Animoto Pro](#) and what the service has meant for their business and for their customers will get a free T-shirt, and one lucky winner will be featured in their own full-page Animoto ad in *Rangefinder Magazine* (just like previous Animoto ads featuring [Scott Bourne](#), [Doug Gordon](#), [Kevin Kubota](#), and [David Ziser](#)).

“Each year at WPPI, we’re humbled by the amazing success stories from photographers that have integrated Animoto into their studios,” said Erik Bjornard, Vice President of Marketing, Animoto. “This year, we’re thrilled to celebrate their passion for Animoto with a contest showcasing these achievements.”

Photographers need not attend WPPI 2011 in order to participate. The first 50 people to send a video discussing the success they’ve had with Animoto Pro will also be in the running for the magazine ad prize. Videos must be uploaded by February 28th to: success@animoto.com. A panel of Animoto employees will decide which photographer has demonstrated the most success selling, marketing and utilizing Animoto Pro in their business.

The WPPI 2011 Convention takes place February 17-24, 2011 in Las Vegas, NV at the MGM Grand. The WPPI 2011 Trade Show begins Monday, February 21st at 10:00 a.m. For more information about WPPI 2011 and all of its workshops and events or to register, please visit: <http://www.wppionline.com/storage/2011/home.html> .

About Animoto

Animoto (www.animoto.com) is a video slideshow creation service that enables photographers, businesses and consumers to easily make professional quality videos from their photos and video clips. The Animoto team, which includes entertainment and technology industry veterans, has leveraged their expertise to develop a web-based service that makes it easy for people to quickly create and share their stories through video – using photos and or videos. The heart of Animoto is its Cinematic Artificial Intelligence™ technology that thinks like an actual director and editor, using the same sophisticated post-production skills and techniques that are used in television and

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film. A fast-growing company, Animoto Productions is based in New York City with an office in San Francisco.

<http://facebook.com/AnimotoPro>

<http://twitter.com/AnimotoPro>

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