

For Immediate Release

For Further Information, contact:

Ken McDonald
LifePics, Inc.
pr@lifepics.com
303-413-9500 x249

DIGITAL IMAGING CONSUMERS BENEFIT FROM INTEGRATED WEB AND KIOSK SERVICES FROM LIFEPICS AND BEAUFORT SOLUTIONS

Boulder, CO, Mar. 15, 2006 – LifePics today has announced a strategic partnership with Canadian-based Beaufort Solutions that marries the power of Beaufort's Image2Print software with LifePics' online services. The partnership allows consumers to order online for printing at a convenient totally automated in-store kiosk. In addition, consumers ordering from an in-store kiosk will now have the ability to archive their images online through their favorite LifePics enabled photofinisher and take advantage of other printing options available via wholesale labs in the LifePics network.

The new partnership allows photofinishers to offer consumers convenient 1-hour online service to many more locations than was previously possible. For consumers preferring to edit and enhance or upload, share, and organize their digital images from the convenience of their home, they now can order from home and pick up the prints at a local, convenient kiosk. Consumers get better quality prints while avoiding the hassles of home printing. Because of the favorable deployment cost of kiosks compared to full mini labs, photofinishers can now offer 1-hour online services at far more locations, in turn driving more consumer traffic to their stores.

In addition, the partnership gives retailers the ability to offer more print choices to consumers. Kiosk users not requiring immediate delivery of prints can now take advantage of the slightly cheaper printing alternatives more typically enjoyed with traditional retail photo processing. The consumer still uses the kiosk's robust Beaufort software to process, edit and manipulate their digital images, but instead of receiving the output instantly, consumers return to the retailer at a later date to pick up their order. These orders are then routed to a mini-lab or wholesaler for photofinishing.

Consumers ordering from a kiosk will also have the ability to archive their images to their online account hosted by LifePics. This allows the consumer to access the images at a later date to share the photos with friends and relatives, make additional edits, and place orders for photo-gift related items or reprints back to the retailer. Finally, consumers wanting to access their online account will be able to do so via the Beaufort Kiosk Solution and print incremental orders both from their media cards and their online albums right on the kiosk.

Says Todd Hiscock, President and CEO of Beaufort Solutions, "It's an exciting opportunity for everyone. LifePics extends the reach of its extensive network offering directly into the retail location; Beaufort customers gain immediate access to the LifePics vast network of central print labs; and retailers get an enhanced product offering to drive volumes and increased sales opportunities. Kiosk users also benefit substantially as they gain order, print, and price flexibility."

Says Vahe Christianian, Vice President of Sales and Business Development at LifePics, "We are eager to continue working with Beaufort on developing additional powerful product offerings as we connect our retail customers to the Web and continue building an unprecedented, fully integrated in-store and online photo processing experience."

About LifePics

LifePics offers the most complete online imaging solutions for photofinishers and professional photographers. Using LifePics' technology, photofinishers and professional photographers are able to accept orders from consumers via the Internet and send those orders directly to a photofinishing lab that is most convenient to the consumer. LifePics allows consumers to pick up their prints at over 2,200 locations across the U.S. and Canada. LifePics' customers range from mass merchants and large food and drug chains to local camera shops and independent photofinishers. LifePics is a print option on popular photo editing, sharing, and blogging tools. For more information, visit LifePics at www.lifepics.com.

About Beaufort Solutions

Beaufort Solutions Inc. is a Canadian-based world-class provider of open systems software solutions that enable, drive and support the transformation of digital media into quality prints. As a key kiosk software supplier for large reseller organizations with complementary product and services offerings, Beaufort focuses on delivering innovative and top-quality products to the digital imaging industry. For more information, visit Beaufort Solutions at www.beaufortsolutions.com.