



FOR IMMEDIATE RELEASE

**PDN PHOTOPLUS INTERNATIONAL CONFERENCE + EXPO 2008 SHIFTS
INTO SHARP FOCUS IN 25th ANNIVERSARY YEAR WITH STRONGEST
EXHIBITOR LIST EVER**

*185-Strong Exhibitor List Flashes with Superlatives: Largest Number from Biggest
Companies, with Nikon, Leica, Olympus, Samsung, Sony and Others Bumping Up
Exhibit Size*

Attendee Registration Jump-starts Today

New York City – June 4, 2008 – The 2008 PDN PhotoPlus International Conference + Expo (“PDN PhotoPlus Expo”), held on October 23-25 at the Jacob Javits Convention Center is coming into sharp focus as an all-time record number of industry-leading exhibitors have signed on.

In addition, PDN PhotoPlus Expo today announced that attendee registration is now open. Professional photographers and high-end amateurs are free to register online at www.PhotoPlusExpo.com.

“Since its founding 25 years ago, PDN PhotoPlus Expo has evolved a great deal. Our recent high rankings in Exhibit Survey Inc.’s Trade Show Trends report confirms that after a quarter century, we are now truly at the top of our game,” said Jeff McQuilkin, Show Director of PDN PhotoPlus Expo. “We find it extremely gratifying that in our 25th Anniversary year, we have more exhibitors confirmed than at any past Expo at this stage of registration.”

A number of industry leaders, such as Adobe, American Express, Canon, Epson, FujiFilm, HP, Leica, Olympus, Nikon, Samsung, Sony and Xerox, among many others, have already signed on as exhibitors, and many, such as Nikon, Leica, Olympus, Samsung, Sony and others are planning to substantially upgrade the size of their exhibits.

Jeff McQuilkin added, “The level of enthusiasm we are hearing from our exhibitors about this year’s show is simply without precedent. The numbers speak for themselves and confirm our status as the most important photography event, the one true ‘must-do’ event of the year for professional photographers and amateurs, alike.”

About PDN PhotoPlus International Conference + Expo

Designed for professionals in the photographic and imaging industries, PDN PhotoPlus showcases the latest advances in photography, both traditional and digital. Held annually

at the Jacob Javits Convention Center, attendees have the opportunity to explore an inspiring array of photography and imaging products and services - everything from image capture and color management to retouching and storage - all from the industry's leading manufacturers.

The show also offers over 100 photography and imaging seminars and hands-on workshops taught by world-renowned experts with a focus on cutting-edge innovations in digital imaging products and techniques.

The 2007 Expo recently received top rankings in Exhibit Survey Inc.'s annual Trade Show Trends Report for the second year in a row, as published in the April 2008 issue of *Exhibitor* magazine, ranking at or near the top in most major categories of its "Top Trade Shows of 2007": 2nd-Highest Total Buying Plans; 8th-Highest Net Buying Influence; and 2nd-Highest Traffic Density.

The survey results can be seen at:

<http://www.exhibitoronline.com/exhibitormagazine/apr08/trends.asp>

More information on PDN PhotoPlus International Conference + Expo is available at:

<http://www.photoplusexpo.com>

Contact:

Bill Douglass/Nancy Zakhary

Brainerd Communicators, Inc.

Tel: 212-986-6667

Email: douglass@braincomm.com/nancy@braincomm.com