

Press Release

flauntR Consolidates Online Photo Services; Launches Social Network Printing

Users can edit and print photos from popular social networks and storage services in a single click

Zug, Switzerland. (September 9, 2008) – FotoDesk Group AG, a portfolio company of New Value AG (SWX:NEWN), today rolled out social network integration and printing for its free online photo editor flauntR (www.flauntr.com). With this unique positioning, FotoDesk has become the industry's first company to vertically integrate photo services ranging from the camera to printing, thereby creating a single, online interface for photo services.

flauntR's integration of printing and social networks bridges the gap between various online photo repositories and printing. Users can now sign in to social networks and storage services to edit and print photos without leaving the flauntR photo suite. flauntR's transparent printing already supports popular social networks and photo storage services, including Facebook, Picasa, Flickr, MySpace, orkut, hi5, Windows Live Spaces, WordPress, and Bebo.

flauntR's unique interface is the synergy of FotoDesk's experiences in photo services through Colormailer and FastLab, the two brands owned by its subsidiary ColorPlaza. These two brands have operations in 11 countries and are well-known for photo-printing in Europe since 1999.

With the new integrations in place, FotoDesk now provides image processing, sharing, archiving, and printing as a single, seamless service through flauntR. Users can edit and print photos as fine art, posters, canvas, and greeting cards in six different paper types. This relieves the user from having to manage multiple identities and platforms for various photo-related tasks.

FotoDesk Chief Executive Officer Balaji Bal said, "With the introduction of printing and integration with social networks, FotoDesk can fully harness the power of vertical integration and social media to enhance value for users as well as investors. This combination unleashes the true potential of FotoDesk's single-interface model without compromising user experience."

flauntR began its service in September 2007 and was acquired by Switzerland-based FotoDesk in June 2008. A week later, FotoDesk acquired ColorPlaza, a pioneer in online photo finishing operating through its brands, Colormailer and FastLab. The group also plans to extend its services to the US and India later this year.

About FotoDesk

FotoDesk Group AG (www.fotodesk.com) is based in Zug, Switzerland, and is backed by New Value, a Swiss private equity fund quoted at the SWX Swiss Exchange. FotoDesk is rolling out a unique online imaging service that combines photo editing, printing, sharing and storage in a single seamless service. FotoDesk addresses the market through its consumer brands flauntR, ColorMailer, and FastLab. The company provides services across Europe through websites in nine languages.

About New Value

New Value AG (www.newvalue.ch) is a Swiss private equity fund quoted at the SWX Swiss Exchange. New Value invests directly in private, emerging companies with above-average market and growth potential in Switzerland and the rest of the German-speaking areas. The portfolio contains companies from industries as diverse as renewable energy, medical technology, health, IT, and new materials.

Fotodesk

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