



**ezprints, Inc. Reports Strong Holiday 2009 Results;
Exceeds Performance Expectations**

CEO proud to be little-known success story.

NORCROSS, GA / January 6, 2010 - At a time when consumer spending remains low and economic forecasts remain bleak, ezprints, Inc. (www.ezpservices.com), a provider of personalized products and related technology solutions, reported that its units shipped during its peak week were up 109 percent and that its product fulfillment and customer service performance exceeded all expectations.

In November, PolaroidStudio.com (www.polaroidstudio.com) launched ezprints' easy-to-use online product creation tool, *ezp builder*, (see demo) adding significant product selection to their business in time for the holidays.

"We have been extremely pleased with ezprints' technology solutions and service level. *ezp builder* integrated seamlessly with our existing site and was very easy to deploy," said Peter Macnee, CEO of PolaroidStudio.com. "With minimal effort, we were able to offer visitors to our site a wide variety of personalized products, which enabled us to capitalize on the increasingly popular gift-giving trend during the holidays."

Advancements in technology have made it not only possible, but nowadays incredibly easy, for virtually anyone to capture and share their most special moments in unique and creative ways. In fact, according to PMA Marketing Research custom photo products and services represent the fastest growing category in the \$89.6 billion photo imaging industry.

"Despite continued economic weakness, we saw a considerable increase in the quantity of orders we received year-over-year," said Wes Herman, CEO of ezprints, Inc. "Consumers are being more selective nowadays, opting to spend their hard-earned money on personalized products which are not only more affordable but considerably more meaningful."

As a private-label service provider, ezprints measures its success on the company's ability to support its customers' growth and achieve the highest possible level of consumer satisfaction on their behalf.

“ezprints clearly demonstrated they were up to the task this holiday season and they exceeded our expectations across the board,” said Macnee.

“We are proud to be the company that many consumers have never heard of, despite the fact that they have more than likely created or received one of our personalized products,” Herman said. “That’s precisely what our private-label solution is designed to accomplish; from our online product builder down to the packaging in which the products are shipped, our customer’s brand is all consumers ever see.”

About ezprints, Inc.

Founded in 1998 to provide digital photofinishing solutions, ezprints has transformed itself into a private label end-to-end personalized product solution provider. From its proprietary, easy-to-use technology to its state-of-the-art printing and shipping capabilities, ezprints effortlessly turns websites into revenue-generators. Ezprints provides personalized professional grade prints, home décor products, stationery products and a wide variety of gift items. For more information, please visit www.ezpservices.com.

###

ezprints, Inc. 2009 Holiday Performance Metrics

99.95 percent of all orders were shipped in time for the holidays.

Peak-day orders were 45 percent higher than in 2008.

From Thanksgiving to Christmas, more than two-thirds of holiday gift orders were shipped the same day.

Year-over-year growth was driven by increases in stationery and home décor sales (146% and 46% respectively).

Media Contact:

Manda Hunt

manda@lenoxcommunications.com

(404) 441.3455

ezprints, Inc. Contact:

Mike Rosenberg

mrosenberg@ezprints-inc.com

(678) 405-7359

###