

## **ALBELLI LAUNCHES ADOBE AIR POWERED PHOTO BOOK SOFTWARE USING PHOTOBUCKET'S OPEN API**

*Albelli gives Photobucket users an easy way to manage their online albums and turn them into high-quality printed and hardcover bound photo books*

**San Francisco, CA – April 22, 2008** – Albumprinter B.V., (<http://www.albumprintersolutions.com>), one of the largest global photo book providers, today announced the launch of Albelli, the premier Albumprinter (<http://albelli.com/photobucket>) photo book creation tool for Photobucket users. Using Photobucket's just-released API, Albelli provides Photobucket's nearly 40 million users\* with a powerful photo book solution.

The Albelli software combines the benefits of a desktop application with the ease and speed of a web application. It was built using Adobe Flex version 3.0 and runs in Adobe Air to enable swift installation and cross-platform compatibility (Mac, PC and soon Linux).

The Albelli application is feature rich. It allows uploads of images while you work, has auto recovery, smart page layout, rich text and image editing and a very powerful preview. A seamless integration with Photobucket allows its users to drag and drop their high-resolution images from both their Photobucket account and desktop computer to create their own personalized photo book. After choosing from the varied backgrounds, effects and text options that Albelli offers, the user completes the order and receives a printed, bound photo book in about 7 days.

"We are very excited about our integration with Photobucket and the ability to offer their users an easy-to-use tool to create personalized photo books, said Joris Keijzer, CEO, Albumprinter. "Albelli removes one of the biggest barriers people face when creating a photo book; the ability to collect their images easily and freely."

"Our mission at Photobucket has always been to give people the power to upload and share photos and videos – whether on blogs, social networks, auction sites, or consumer devices," said Alex Welch, president, Photobucket. "The broad release of our API offers new opportunities for people to illustrate their lives and share what they create with others. We're excited to see what a community of talented developers will do to extend our photo and video platform and tap into the creativity and passion of our users."

Photobucket users can log on and start using Albelli today at <http://albelli.com/photobucket>.

Coincident with the opening up of its API, Photobucket has launched an Application Gallery on its Web site where developers can showcase their products and users can find and download applications and discover devices that support the API. At the Application Gallery, Photobucket users can bookmark and share their favorite applications on their Photobucket profile, allowing other Photobucket users to try them out as well. To view the Photobucket Application Gallery, visit: <http://gallery.photobucket.com>.

For more information about the Photobucket API, please visit <http://developer.photobucket.com>.

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### **About Albelli**

Albelli is the Albumprinter global premier consumer brand, live now in Germany and the US, soon in the UK, France, The Netherlands and Belgium. Founded in 2003, Amsterdam-based Albumprinter B.V, with offices in New Jersey and San Francisco is a global leading photo book manufacturer, which includes creation software, printing, finishing, fulfillment, marketing support and customer care.

For more information, visit [www.albelli.com](http://www.albelli.com)

### **About Photobucket**

Photobucket is the Web's most popular creative hub, with nearly 40 million unique users around the world linking billions of personal photos, graphics, slideshows and videos daily to hundreds of thousands of Web sites, including Bebo, Blogger, Craigslist, eBay, Facebook, Friendster, Hi5, MySpace, Orkut, Xanga and many others. In addition to linking content, Photobucket users share their personal digital media by email, instant messaging, and mobile devices. Every day, over 7.5 million personal photos, graphics and videos are uploaded to Photobucket for sharing with family, friends and the online world. The company actively moderates content to create a safe environment for its users, partners and advertisers. Photobucket has offices in Palo Alto, California and Denver, Colorado and is located online at <http://www.photobucket.com>. For the latest feature announcements and news, please visit the Photobucket blog at <http://blog.photobucket.com>.

*(\*) comScore Media Metrix, February 2008. For more information on comScore Networks, please go to <http://www.comscore.com>.*