

FOR IMMEDIATE RELEASE

SchoolPictures.com Celebrates a Successful 2009; Reaches \$2.5 Million in Overall School Donations

Company Generates More Than \$500,000 for Cash-Strapped Michigan Schools in 2009-2010 School Year

Ypsilanti, Michigan – January 27, 2010 – SchoolPictures.com (www.SchoolPictures.com), a provider of stress-free school picture days that generate thousands of dollars for schools, today announced that it donated more than \$500,000 to Michigan schools during the 2009-2010 school year, raising the company's total donations to more than \$2.5 million since its founding in 2005. This milestone validates SchoolPictures.com's mission to use school picture days to supplement funding for education and improve the academic environment for students, especially given the difficult climate for school finances across the country.

"The State of Michigan, and particularly its schools, has been hit extremely hard in this economic recession. Schools statewide experienced considerable budget cuts in 2009 and are expecting additional reductions in the coming year," said Skip Cerier, president of SchoolPictures.com. "As fellow citizens, as well as a small business invested in our community, we feel it is our responsibility to give back to our schools and improve the educational experience for all students. SchoolPictures.com is thrilled to be able to donate half a million dollars, in just this past year, to the schools we work with. We know the funds will be used to make essential purchases and fund programs that directly benefit students."

Money contributed by SchoolPictures.com is generated from the sales of student portrait packages. Since launching in the fall of 2005, SchoolPictures.com's unique business model has enabled the company to accept a fixed fee for each purchased photo package so the remainder of the cost of these packages can be given directly to the schools with which the company works. During the past five school years, the company has photographed hundreds of thousands of students and donated an average of \$7.50 per student enrolled to each school.

"The difficult economic situation in Michigan has impacted school districts across the state, forcing principals and administrators to make some extremely difficult choices," said Principal Marcia Wright from the Clinton Elementary School. "This year, our long-running Accelerated Reader Program was facing elimination and would have potentially dissolved if not for our partnership with SchoolPictures.com, which enabled us to save this invaluable program that serves more than 300 of our students. We congratulate SchoolPictures.com on its impressive achievement and hope the company will keep up its good work, for the sake of students and schools across Michigan."

Other Michigan schools that have worked with SchoolPictures.com, including Eisenhower High School, Onsted Elementary School and Hartland Farms Intermediate School, have used money

generated by the company to purchase textbooks, microscopes and media center equipment, as well as to fund after school activities and student scholarships.

About SchoolPictures.com

SchoolPictures.com provides stress-free school picture days that generate thousands of dollars for schools. Its mission is to generate high-quality, easy-to-order photos while supplementing funding for education and improving the academic environment for children. Designed with the direct input of a group of four retired school principals, SchoolPictures.com's unique business model enables the company to accept a fixed fee for each photo package purchased and to donate the remainder of the cost of the package directly to the school. Since its founding in 2005, SchoolPictures.com has presented schools with more than \$2.5 million in total contributions. In addition to student portraits, the company offers school IDs and customized photo yearbooks. A privately held company, SchoolPictures.com is based in Ypsilanti, Michigan. More information is available at www.SchoolPictures.com.

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