

PictureWorks Technology's Auction Photo Service, Picturebay, Serves Over Two Million Images to eBay, Amazon.com and Auction Universe

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Picturebay Is the Fastest and Easiest Way to Add Pictures to

Auctions -- <http://www.picturebay.com>

PictureWorks Technology, Inc. today announced that Picturebay surpassed the two million mark for auction image views.

In just two months, Picturebay has become one of the most popular imaging sites on the Internet. Leveraging PictureWorks' Rimfire Internet imaging solution, the Picturebay service makes including pictures in auctions as simple as drag and drop. Auctions with a picture result in more bids, higher sales price, and faster sales, reportedly up to 300% better than auctions without pictures. Picturebay makes it possible for every auction to include a picture.

As of July 6, 1999, Picturebay reached one million image views. Since then, it has exceeded two million image views in only three weeks without any 'down time.' The growth rate and reliability that Picturebay is experiencing is unparalleled. It is forecasted that Picturebay is on a pace to reach fifteen million image views each month by the end of the year and will account for over 15% of the pictures viewed on eBay.

A visit to the Picturebay Web site at <http://www.Picturebay.com> reveals how simple it is. Register, select a photo, preview the photo in the web page, click the send button, and you're finished. The image is automatically sized and formatted to eBay recommendations and stored on Picturebay's Rimfire servers. A URL is provided to the auctioneer to include in their auction information and the photo is displayed inside their auction page viewed by every potential buyer.

"After using several other photo sites, I found Picturebay and have been spreading the news ever since. It makes life so much easier with its automatic sizing and quick downloads. My pictures are the best looking on eBay, mothersnature and Yahoo," said Christine Tucker -- Picturebay user.

"My sales and auction offerings are increasing because I can put more items on an auction site in less time. The Picturebay URL is easy to access from the "my pictures" page and it is nice that the picture stays on the auction for a period of time."

Picturebay services are available online for free at <http://www.Picturebay.com/>. The services now available in Picturebay include automatic image sizing, formatting to JPEG, 30 days of image storage on the Picturebay server, automatic URL generation for use in your auction, a personalized gallery with thumbnail views of all your auction pictures and full size image views. One-click image submission for Netscape and Microsoft browsers plus drag and drop support for Microsoft Internet Explorer make adding your pictures a snap.

Picturebay automatically resizes the image for optimum use in online auctions. A 2MB file from a scanner or digital camera is instantly turned into a 20KB file without the user having to do anything! The user then selects, "Send Photo" to send the picture screaming to the Picturebay server and confirmation comes with real-time display of the picture and the URL address where the picture is stored for 30 days. All the pictures sent to the Picturebay server can be viewed in a password protected gallery with thumbnail images, URL links to the images, and expiration dates.

Picturebay's ease of use and functionality is built upon Rimfire, PictureWorks Technology, Inc.'s real-time integrated media solution.

Using Rimfire as the backbone to Picturebay, we have automated nearly every user and Internet function required to put pictures in eBay, Amazon and Auction Universe auctions," stated Lisa Wood, founder of PictureWorks.

"Rimfire is a client/server imaging solution providing browser-based media acquisition, custom processing, and rapid distribution. Picturebay is a showcase Internet solution for Rimfire. All the capabilities you see in Picturebay could be directly integrated into any auction, classifieds, communities, or other photo intensive site in a few hours. Our objective is to see Picturebay functionality added to every auction site on the Internet," continued Wood. Current customers of Rimfire can be found in the real estate, insurance, e-commerce, online photography, auction and classified industries.

PictureWorks Technology, Inc. is an award-winning developer and marketer of pioneering software technologies in the growing field of digital imaging. The company's products offer rich imaging solutions for PC users and Internet businesses where imaging is mission critical. PictureWorks has strategic OEM relationships with nearly all of the top digital camera suppliers, and has significant market share in real estate and other vertical markets. PictureWorks was founded in 1994, and is a privately held company headquartered in Danville. For more information, please contact PictureWorks Technology at 800/303-5400 or visit the company at <http://www.pictureworks.com>.

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