



For Immediate Release With Photos

Editorial-Media Contact

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**Popular Photography & American PHOTO Magazines Partner
With Inside Media Networks To Premier Innovative Broadcast
Programming At PhotoPlus Expo**

Inside Digital Photo Premieres with Full Coverage from the show floor at the Javits Center in NYC

NEW YORK, NY/CARSON CITY, NV – November 1, 2006 – *Inside Media Networks* and its official media content partners – Popular Photography & Imaging and American PHOTO Magazines along with publisher *Hachette Filipacchi Media US* – announce the launch of an innovative broadcasting concept at one of the industry’s most important tradeshows. “*Inside Digital Photo*” will launch with interviews and footage captured live at PhotoPlus Expo (PPE), November 3 – 5, 2006, the Javits Center in New York City.

Premiering At PhotoPlus Expo

Hosted by industry insider Scott Sheppard – one of the most respected technical experts in the converging arena of digital, online and broadcast media – the inaugural *Inside Digital Photo* program will feature the best of new products, trends, and technology exhibited at PPE via select, scheduled tapings from the show floor. The content is specifically designed for broadcast distribution, and will run daily throughout the run of the expo via www.pophoto.com.



Integrated Content Delivered to Targeted Media Communication Touchpoints

Inside Digital Photo is the first and only program focused on the photography and digital imaging market that combines a broadcast radio show with the latest new media delivery formats. In-depth coverage will feature news, interviews and tips of the trade from leading experts, and more in a one-hour weekly show format. In addition to regular segments hosted by Scott Sheppard, *Inside Digital Photo* will feature exclusive program content from their media partners Popular Photography & Imaging and American PHOTO Magazine editors, story ideas and relevant articles, and product reviews culled from the magazines’ top stories as well as related content provided by the magazines’ publisher *Hachette Filipacchi Media US* via its website. *Inside Digital Photo* radio program will air Saturday afternoons and is available via *ABC Starguide III* throughout the United States.

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The program will also stream live worldwide on the Internet and be made available after broadcast with expanded content and exclusive video on *iTunes* at www.apple.com/itunes/download/ and on Popular Photography & Imaging's www.popphoto.com

Sneak Peak Podcast of PhotoPlus Expo with Scott Sheppard and Jay DeFoore POP Photography & Imaging Editor of POPphoto.com; Click here <http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=203423898>)

“With an integrated new media approach that leverages broadcasting with podcasting and online publishing strengths, we view this program as the ideal platform to extend our message beyond the traditional printed page. Now, we can reach today’s photographic community and deliver an exciting new venue for our audience and our advertisers. We are proud to be the program’s official content provider,” says Jeff Roberts, VP/Publisher, Popular Photography & Imaging and American PHOTO. To view the highlights of the inaugural *Inside Digital Photo* broadcast from the PhotoPlus Expo go to www.popphoto.com.

About Inside Digital Photo

Inside Digital Photo encompasses a variety of radio and television programs geared towards digital photography enthusiasts and professionals. The only broadcast program specifically for the photo market and is also available free to subscribers, viewers, and listeners via Apple iTunes and other on-line and portable media outlets, includes the latest news, in-depth interviews, product reviews, live event coverage, and tips featuring special guests representing the industry's best photography and imaging experts. Each show includes exclusive coverage straight from our official media partners of Popular Photography & Imaging and American PHOTO Magazines.

About Hachette Filipacchi Media U.S., Inc. (HFM U.S.)

Hachette Filipacchi Media U.S., Inc. (HFM U.S.) is the New York-headquartered subsidiary of Hachette Filipacchi Médias, the world's largest magazine publisher. HFM U.S. reaches nearly 50 million readers in the U.S. through its brands including American Photo and Popular Photography & Imaging. In addition to the magazines, HFM U.S. includes Hachette Filipacchi Custom Publishing, integrated marketing, database, market research and Hachette Enterprises. For more information, visit www.hfmus.com.

About Inside Media Networks

Inside Media Networks was formed with the goal of providing entrepreneurial content producers an integrated platform to launch their programs. The organization’s founding executives represent over 100 years of hands-on technical, content, distribution, sales and marketing experience in broadcast radio, television, publishing, and new media alternatives including audio and video "podcasts" formatted specifically for on-line and handheld distribution technologies. Inside Mac Radio and TV is among the key media properties produced and managed by Inside Media Networks. www.INSIDEMEDIANETWORKS.COM

Editorial note – *Click Here For Images & logos*

<http://www.cjcstrategists.com/resources/ppe06/>

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