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For Immediate Release

Photographics Company Launches New E-Commerce Initiative

January 17, 2005 – Tamaqua, PA – Professional School Photographics, Inc. , located in the western Schuylkill County village of Tuscarora, PA, announced the launch of there new e-commerce website. The site, located at www.pspphoto.com, was designed by CrossRoads Multi-Media of Pottsville, PA.

Professional School Photographics specializes in school, sport and group photography. The biggest area of their business is the yearly pictures that students have taken during the current school year. Professional School Photographics also works with daycares, civic groups, church groups and any type of sports team on promotional fundraisers with pictures.

“Professional School Photographics, Inc. wanted to keep our company up to date on the latest technology, not just in the photographic realm of our business, but in the internet realm as well. We were increasingly being asked if there was a way to reorder student and group pictures on the web, and until CrossRoads Multi-Media redesigned our site, we were limited to just “paper and pen” ordering. Since we implemented the e-commerce site, the results have been phenomenal,” explained company representative Colleen Kelly.

The website also sells novelty photo items such as photo key chains, snow globes, t-shirts and puzzles either with the current school picture take by PSP or with the client’s own pictures. The site also allows parents to reorder additional school photo packages. PSP is utilizing PayPal to ensure transactions are both processed correctly and safe for the buyer to purchase from the website. For more information about Professional School Photographics, Inc. please call (570) 668-6394 or visit www.pspphoto.com.

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About Professional School Photographics

Professional School Photographics, Inc. is the area's leading provider of school, sports and seasonal photographs for children from nursery school age through high school age. Throughout eastern and central Pennsylvania, PSP’s provided thousands of families and hundreds of schools and sports teams with high quality, professional and memorable photographs that last a lifetime. For more information please visit www.pspphoto.com or call (570) 668-6394.

About CrossRoads Multi-Media

CrossRoads Multi-Media is a new company located in the Pottsville Schuylkill Technology Incubator, in Pottsville. The focus on their business and services centers on combining technology and marketing. Search engine optimization, 1 minute business cards, website creation and technical consulting are just a few of the services that CrossRoads Multi-Media specializes in. For more information about CrossRoads Multi-Media, please contact Liana Evans at 570-590-5763 or visit www.crossroadsmultimedia.com.