

Press Release

(January 7, 2014; Thousand Oaks, CA) Branded Sport Pictures uses personal event photographs as a new revenue stream for event directors and photographers while expanding the reach of advertisers among amateur endurance sport athletes.

Peter Wolf, President of PhotoCrazy™ and founder of Branded Sport Pictures, contracted with NanoMichano as a photo sponsor for the Tour de Palm Springs in February 2014 – the largest charity bicycling event in California with over 10,000 participants. “Some participants would spend \$50 to \$100 for their event pictures”, Wolf said, “but now there is an option for free photos along with a promotional email from the photo sponsor”. ‘Surveys* and tests suggest that over 90% of the participants will retrieve their free photos, share them on Social Networks or IM’s and show allegiance to the photo sponsor’. Georg Schlueter, President of NanoMichano said that: “amateur bicyclists and runners are the ideal demographics to benefit from our innovative Sport PerformBand™ and Club Membership”.

Branded Sport Pictures’ patented photo process is simple and can be used seamlessly by any event photography company. Running Guru contracted with Wolf to provide photography and picture hosting nationwide for any event that does not use a specific event photography company.

Wolf continued to explain that: “photo sponsors have unprecedented market reach through Social Media and IM picture sharing”. A mud-run in 2013 with 8,500 participants reportedly generated 1.8 million impressions on FaceBook**. Advertising revenue is divided among the event organizers and photographers. The pictures are free – everyone is a winner.” Wolf called it a “winning partnership among Event Organizers, Photo Sponsors, Photographers and the Event Participants”.

A Photo Sponsor could target specific demographics by branding event pictures from a variety of events within a region just before a new product introduction or store opening.

NanoMichano (performband.com) provides bio-feedback wristbands and services - contact Georg Schlueter, PhD, MBA (858) 779-9292. Tour de Palm Springs (tourdepalmsprings.com) organizes bicycle events in Southern CA – contact Daphne Jasperse (760) 674-4700. Running Guru (runningguru.com) provides event photo services – contact John Hutchinson (303) 882-2400. PhotoCrazy™ and Branded Sport Pictures (brandedsportpictures.com) provide event photography and branding services - contact Peter Wolf (805) 492-0562. U.S. Patents 6,985,875; 7,047,214; 7,835,947; 7,870,035; Other patents pending.

* <http://www.photocrazy.com/Branded/cost/#.UreflvtW18E>

** <http://www.photocrazy.com/Pic2GoData2013.pdf>