



Visual Strategy & Marketing Consultation Services

News Release

FOR IMMEDIATE RELEASE

MannPower Design Launches Photography Site

MOUNT TABOR, N.J. (April 7, 2006) MannPower Design, a visual strategy and marketing consultancy that focuses on demand creation and revenue growth strategies for business-to-business companies, and Joseph Mann are pleased to announce the launch of a new photography site called SnapFiend.

The SnapFiend site, located at <http://snapfiend.blogspot.com>, features the photography of Joseph Mann and leverages blogging technology to present a photo of the day, week or month from the photo archives of Joseph Mann. The copyrighted photos on a variety of subjects may be purchased or licensed for a fee or simply viewed on the site for fun.

Joseph Mann, Visual Strategist and President of MannPower Design, commented: "I've been shooting photos for several years for both work and personal enjoyment and wanted to finally do something with the huge archive of photos I've built up. The use of blogging tools and the photoblog metaphor allows me to get new photos up there faster than a traditional web site architecture would and also lets me keep it fun." When asked about future plans for the site, Joseph said, "I wouldn't rule out a future version with full e-commerce capabilities similar to what you see with stock photography sites, but for now we're just measuring interest and seeing where it goes. And if someone wants to buy some photos, I wouldn't mind that either."

About MannPower Design

MannPower Design is a visual strategy and marketing consultancy launched by Joseph Mann that blends the art of design and the science of analytics to drive demand and grow revenue for business-to-business companies across a wide range of industries. Our fusion of practical creativity and a proven understanding of business drivers enables us to solve complex demand creation and brand building challenges with our clients.

For more information on SnapFiend, visit the web site at <http://snapfiend.blogspot.com>, the MannPower Design site at <http://www.mannpowerdesign.com> or contact:

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