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DNP PHOTO IMAGING AMERICA AND MEDIAPORT ENTERTAINMENT ANNOUNCE COLLABORATION

ANAHEIM,CALIFORNIA FEBRUARY 20, 2010 – DNP Photo Imaging America Corp. and Mediaport Entertainment Inc. announced that Mediaport's on-demand music download functionality is now integrated into DNP's multi-function PrintRushMP™ kiosk. This new service unites DNP's reputation for innovation in the retail photo market with Mediaport's background and experience in digital content distribution and fulfillment.

Demonstrations of the full functionality of PrintRushMP are featured at DNP's exhibit during the PMA 2010 Trade Show and Convention. DNP Photo Imaging America's booth is number 2840.

PrintRushMP combines multiple order stations – usually two or more – with a high-speed photo print tower and the capability to create items not usually associated with a photo kiosk. PrintRushMP, with Mediaport music functionality, becomes a new self-service destination for consumers at retail. PrintRushMP features an expandable product catalog, allowing a retailer to enhance their ROI by selectively adding new and profitable digital services. With Mediaport's competitively priced music service, consumers browse and select individual tracks or albums and create compilations. Consumers then receive their order on a custom printed CD or directly to an attached USB device or media card, delivering media that works with virtually any media play device.

Mediaport collaborates with major entertainment companies like Sony BMG Music Entertainment, EMI Music, Universal Music and Warner Music Group. Mediaport's unique system delivers the fastest and most reliable in-store, multimedia, delivery-on-demand solution with content that is always up to date with the latest releases. The intuitive user interface includes options to browse by new releases, top sellers and by artist. Customers can also browse by song title or genre.

David Oles, SVP Research and Development for DNP said, "We have designed PrintRushMP from the ground up to be a multi-purpose, multi-function kiosk platform. Our third-party API allows us to easily add new services, and allows our partners to quickly integrate with our order terminals, output devices and self service payment options including credit card payment. This new alliance enables us to provide our customers with significant flexibility in terms of where, how and when they acquire and view content. PrintRushMP is the future of photo at retail."

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Jon Butler, Mediaport President, said, "Today is another step in the evolution of the digital media industry. Partnering with DNP will provide content to customers in a new way that's both more convenient and cost-effective. The customer receives their music in a higher quality download than via the Internet, and ten times faster than it would take to locate the music on the web." Butler continued, "This allows the consumer to purchase media on the day it is released, without concern that the store will be sold out"

About DNP Photo Imaging America

DNP Photo Imaging America Corp. is the world's leading innovator of dye sublimation photo printing solutions — digital minilabs, kiosks, and kiosk software for retailers and professional printers. The company is the world's largest supplier of dye sublimation ribbon and media (photo paper, medical, proofing, and identification cards).

DNP Photo Imaging America provides retailers with store-branded digital imaging equipment for minilab and kiosk photo printing, as well as dye media supplies. The company's technologies enable retailers to win and retain digital printing consumers by making digital photography easy, convenient, and fun. DNP Photo Imaging America is solely owned by Dai Nippon Printing Co. Ltd. of Japan.

About Mediaport Entertainment

Mediaport Entertainment, Inc. is a leading provider of digital content sales management systems to major retailers and corporations. Mediaport's products range from advanced systems used to distribute and report major studio and label content to its award-winning retail distribution system – the MediaATM(R). Mediaport's patent pending technologies are relied upon by leading retailers to provide rich media experiences for a wide array of consumer electronics devices and kiosks. Always an innovator, Mediaport has taken a leading role in helping retailers make the successful transition to the emerging on-demand manufacturing market, and, through its TouchCast system, is defining new models for the digital distribution of Hollywood entertainment content. For more information, visit www.Mediaport.com.

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