

DRIPBOOK

DRIPBOOK.COM | CONTACT@DRIPBOOK.COM | 718.569.0186
P.O. BOX 220-295 | GREENPOINT STATION | BROOKLYN, NEW YORK 11222-0295

Dripbook Moves Out of Beta Professional visual artists get increased services and new features to display portfolios

BROOKLYN, NEW YORK, July 16, 2008 – Dripbook today announced that it has moved out of Beta into full release and is offering its network of professional visual artists more tools and services to promote their work. The site, which launched into Beta in October 2007, features a simple-to-use interface that enables artists to easily display, promote and distribute their portfolios online.

Photographers, illustrators, fashion stylists and a host of other professional visual artists make up the site's worldwide community where membership is by invitation or application in order to ensure the highest quality of work within the network. Dripbook has been designed with an emphasis on browsing and searching for art, making it a destination for Art Directors, editors and others looking to hire artists, commission work or browse contemporary commercial art.

On Dripbook, artists upload images to create an online portfolio, assemble digital books and distribute them electronically to promote their work. A key feature to the Dripbook's service is the ability for members to export their books as dynamic Flash-based widgets that may be embedded on social networking sites, blogs and other Web sites. When a member updates his book within the Dripbook site, it will automatically and seamlessly be updated in all sites where the artist is displaying the widget, making managing a digital presence easy and hassle-free.

Premium account holders at Dripbook may also export their portfolios as a fully customizable, professionally designed, dynamic, Flash-based Web site. Each artist may choose from presentation templates, fonts, colors and settings, as well as include bio and contact information. Just like the widget, a member may simply update his Dripbook account to have the changes reflected wherever the exported Web site is hosted.

"The folks at Dripbook have taken the time to understand the needs of their artists community, and created an application that really addresses what has been lacking with online portfolio management systems," says Dripbook member and fashion photographer, Alex Covo of New York.

With the full release of Dripbook, new members will have three levels of paid service to choose from: Standard, Pro and Premium. For added flexibility, Dripbook offers billing by the month, quarter (15% savings) or year (25% savings).

- **Standard** accounts accommodate up to 4 books, 200 images, the ability to create private books, inclusion in 2 searchable genres and the dynamic widgets. Subscription rates are: \$90.00 per year, or \$25.50 per quarter, or \$10 per month.
- **Pro** accounts allow up to 16 books, 800 images, 50 images per book, 3 searchable genres, private books, dynamic widgets, enhanced search ranking within Dripbook, enhanced feeds for exporting books, additional components for customizing presentation and advertisement-free. Subscription rates are: \$162.00 per year, or \$49.95 per quarter, or \$18.00 per month.
- **Premium** accounts offer a maximum of 50 books, 2,500 images, 75 images per book, 3 searchable genres, private books, dynamic widgets, ultra enhanced search ranking within Dripbook, enhanced feeds for exporting books, additional components for customizing presentation, advertisement-free, Google tracking and fully-customizable, dynamic, Flash-based Web site. Subscription rates are: \$225.00 per year, or \$63.75 per quarter or \$25.00 per month.

(more...)

In appreciation of their early support, Dripbook has granted users of the Beta service lifetime memberships at the 2007 introductory rates.

“After more than a year of testing, we are happy to be moving out of Beta into full release and are thankful to our members for their feedback and encouragement. We are confident that Dripbook will continue to offer the easiest online portfolio service with the highest quality collection of work from professional visual artists,” said Alex Wright, Creative Director, Dripbook. “We look forward offering our community even more new enhanced features and services later this year.”

About Dripbook

Dripbook offers its worldwide community of professional visual artists the easiest, most stylish way to display, promote and distribute their portfolios online. Dripbook becomes a destination site for Art Directors, editors and others who are looking to hire an artist, commission work, or simply browse the best in contemporary visual art. Dripbook is the power behind innovative and functional online promotional tools, using a clean and elegant environment to showcase great visuals.

Find and Be Found.

Privately-held, Dripbook was launched in June 2007 by Alex Wright, a Brooklyn-based artist and photographer, and Bo Blanton, a California-based web developer and digital imaging specialist.

www.dripbook.com

-- 30 --

For more information, please contact:

Alex Wright
Creative Director
Dripbook
alex@dripbook.com
+1.718.569.0186