



EZ Prints, Inc. Introduces New Chief Executive Officer

Former Amazon.com executive attracted to EZ Prints' focus on quality and proven scalability.

Norcross, GA / February 21, 2008 – EZ Prints, Inc, a private label, digital image product fulfillment and technology solutions provider, today announced that it has appointed a new chief executive officer. Wes Herman brings more than 20 years of large-scale fulfillment and technology development experience to the EZ Prints team, including management of Amazon.com's (NASDAQ: AMZN) third-party private-label ecommerce business as well as senior-level operations experience with The Coca-Cola Company (NYSE: KO).

"Wes' management experience combined with an impressive track record of leading teams and managing enterprise-focused businesses will help him guide EZ Prints through our next phase of growth and profitability," said Tom Taylor, a partner at Cairnwood Group and member of EZ Prints' board of directors.

"EZ Prints offers an opportunity to be a part of what is arguably one of the most exciting and dynamic growth industries," Herman said. "I believe the company has extraordinary growth potential, supported by an incredibly talented team that is committed to bringing world-class technology and fulfillment solutions to enterprise clients."

Herman most recently served as chief operating officer for MR Default Services, a provider of back-office processing support for law firms and mortgage servicing organizations. Prior to joining MR Default Services, Herman served as vice president of Amazon.com's Enterprise Services division which provided private label technology and fulfillment services for large retail clients including Target.com (NYSE: TGT), lacoste.com, and timex.com. Herman also served as member of Amazon.com's operations leadership team where he was responsible for the company's operations strategic partnership activities, retail store launches, and external fulfillment.

Herman has also served as senior vice president and general manager for Impact Innovations Group, the second fastest-growing information technology services firm in Atlanta at the time. In the six years Herman spent with The Coca-Cola Company, he held a variety of senior-level operations positions and also led a team responsible for \$250 million in sales to convenience store chains as director of customer management.

Herman began his career as a management consultant with Accenture (formerly Andersen Consulting) where he managed project teams in that merged and redesigned financial institution processes and systems. He earned a Bachelor of Science degree from The University of North Carolina at Chapel Hill and a Master of Business Administration degree from UNC's Kenan-Flagler Business School.

About ezprints, Inc.

Founded in 1998 to provide digital photofinishing solutions, ezprints has transformed itself into a private label end-to-end personalized product solution provider. From its proprietary, easy-to-use technology to its state-of-the-art printing and shipping capabilities, ezprints effortlessly turns websites into revenue-generators. Ezprints provides personalized professional grade prints, home décor products, stationery products and a wide variety of gift items. For more information, please visit www.ezpservices.com.

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