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For Immediate Release

**Site4view Lab announces improved interactive picture sharing
for Web users**

*Web-based **Depicto** allows users to share photos without use of
email attachments, software downloads, or registration*

New York, NY (March 04, 2005) – Site4view Lab has launched **Depicto**, a Web-based image display tool that allows users to share pictures with each other via the Web without attaching them to emails, filling out registration forms, or paying a fee. There are no software downloads required to use Depicto; a Web browser with the latest Flash plug-in is all a user needs.

Other advantages that Depicto offers are real time chat and draw features. This is the first picture sharing Web site that allows users to express their artistry with shared screen drawing. Much the way the chat feature allows people to type to each other in real time, the draw feature allows them to view each other's doodles and drawings in real time. Depicto features a chat window along with a simple email procedure for inviting friends and users to interact with posted pictures. Image customization tools include both a draw feature, which allows people to draw on an image in a selection of colors and line widths, and the text tool that allows them to type text right onto an image. Altered images can then be printed or saved for later reference.

Web users simply point their browsers to www.depicto.com and are instantly able to upload their images and invite friends to join them (latest Macromedia Flash Plug-in required).

“This is a revolutionary idea in terms of Web-based photo sharing. We believe that Web users deserve free access to advanced Web tools without surrendering their privacy; none of the other photo sharing sites offer that,” said Gela Sulikashvili, CEO of Site4view Lab.

Site4view Labs is also offering Depicto Pro, a comprehensive image sharing service for companies in all areas of media, industry, education, and arts.

“Depicto Pro offers more features every step of the way – importing of visuals, image manipulation, multi-user brainstorming, and asset management,” explained Kyril Mossin, Chief Application Architect of Site4view Lab.

Depicto offers the easiest and most entertaining route to picture sharing for the millions of digital camera owners who have access to the Web.

About Site4view Lab – Site4view Lab is an innovative developer of Web-based photo tools and online image management systems. Its suite of digital tools, known as Instant Creative Network (ICN™) include: Depicto, Adboard Lightbox, Portfolio Courier, and a system for managing extensive catalogs of stock images. Site4view Lab is part of Site4view, LLC, which was founded in 2000 as an advertising production company specializing in photo shoot management, casting, and location scouting. Site4view clients include American Express, IBM, Microsoft, New York Times, Ogilvy & Mather, and Publicis. Site4view is a privately held company headquartered in New York City

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