

FOR IMMEDIATE RELEASE

LiquidPixels Selected by Staples Promotional Products for Dynamic Imaging

ROCHESTER, NY – December 3, 2008 – LiquidPixels, Inc. announces that Staples Promotional Products, the custom and promotional products business of Staples, Inc., has selected LiquidPixels as the imaging provider for StaplesPromotionalProducts.com.

LiquidPixels LiquiFire® rich media platform delivers industry-leading dynamic imaging solutions enabling Staples Promotional Products, and other world-class companies, to fully leverage the benefits of on-demand imaging. LiquidPixels customers benefit from enhanced website usability and customer experience, personalized product visualization, and decreased time-to-market and costs associated with website production.

Staples Promotional Products identified dynamic imaging as the critical component needed to implement a streamlined business process. Chet Brown, Staples Promotional Products VP Information Technology, explains, "With LiquiFire, we can provide our customers a single visit solution, allowing them to easily select from among hundreds of available items and then upload their corporate logo to preview and approve the final product in a single visit. Staples Promotional Products is an e-commerce leader for in-stock programs; we are working to expand our offerings in special order and made-to-order products to provide even better service to our corporate clients."

From a few special-order items to an entire managed program – complete with eStores, print catalogs and custom merchandise – Staples Promotional Products' creative experts provide customized promotional products for more than 350 of the Fortune 1000 companies.

"We were impressed with the rigor of their selection process," said Steve Kristy, CEO of LiquidPixels. "Staples Promotional Products' deep probing allowed us to demonstrate the breadth of our capabilities, the strength of our team, the ease of integration and the unsurpassed flexibility of the LiquiFire platform. With LiquiFire, time-to-market is no-longer governed by the rich media components. This is a huge advantage for e-commerce pros like the team at Staples Promotional Products."

When speaking of the initial application of dynamic imaging, Kristy points out, "With LiquiFire, the Staples Promotional Products team can eliminate the manual manipulation of images needed to create proofs for product approval. In addition to reducing labor costs, removing the processing step and offering customers immediate approval of samples can increase conversion of orders."



Staples Promotional Products joins the rapidly growing family of companies that use LiquiFire solutions to streamline image workflows and dramatically reduce production costs while enhancing the online user experience and increasing the likelihood of purchase.

Staples Promotional Products and LiquidPixels look forward to a long-term relationship as they work together to enhance the use of imaging in the delivery of creative promotional product solutions to Staples Promotional Products' corporate clients around the globe.

About Staples Promotional Products

With over 65 years of experience, Staples prides itself as the top promotional products distributor in North America. What started in 1946 as two small businesses, K-Products with their logo-ed hats and Nat Nast Company with their bowling shirts, has evolved into the well-known Staples brand that sources thousands of products to thousands of customers every year. Find out more at StaplesPromotionalProducts.com.

About LiquidPixels

LiquidPixels is leading the imaging revolution. Built on open standards, its LiquiFire Dynamic Imaging Solutions integrate into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquidPixels makes its patented technology available as a hosted service or via on-site enterprise servers with solutions that may be tailored to each customer's unique needs. Find out more at LiquidPixels.com.

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