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Thousands More Students to Smile for SchoolPictures.com Cameras, Increasing Donations to Schools Next Year

Company Growth Will Result in Increased Donations to Michigan Schools; Supporting Purchases of Textbooks and Equipment, Events and Programs

Ann Arbor, Michigan – August 12, 2009 – About 112,000 students will crack open new textbooks, get their hands on new classroom equipment or come together in school community-building events during the 2009-2010 school year, all thanks to their smiles. These students, 20,000 stronger in number than last year, are due to be photographed starting this month by SchoolPictures.com (www.SchoolPictures.com), a provider of stress-free school picture days that generate thousands of dollars for schools.

Money collected from the purchase of student photo packages will be donated to their schools by SchoolPictures.com. The increase in students from last year's count validates the company's mission to provide supplemental funding to cash-strapped schools and improve the learning environment for students, while providing parents and their children with high-quality, affordable portraits.

"We are thrilled to take on the task of photographing such a large group of new students, because ultimately, it will result in 20,000 additional Michigan students who will benefit directly from the contributions we'll be able to generate for their schools," said Skip Cerier, president of SchoolPictures.com. "Our goal has always been to give back to schools and help improve students' lives; the more students we photograph, the more we're able to donate. So, we are very excited about the upcoming year."

SchoolPictures.com has donated more than \$2 million to Michigan schools in the four years since its founding. It generates money for schools by accepting a fixed fee for each purchased student photo package and giving the remainder of the cost of the packages directly to the school. Schools have used the money donated by SchoolPictures.com for a variety of projects and programs, including purchasing text books, lighting for theaters, microscopes and playground equipment. Others have used the funds to pay the salary of a part-time media specialist and provide scholarships to subsidize student participation in tutoring programs and after-school activities.

Demonstrating phenomenal growth, SchoolPictures.com has skyrocketed from a book of 12,000 students to 112,000 students in its four years of existence. Cerier expects to see continued growth in the coming years, especially as federal and state funding for schools dwindles and administrators increasingly turn toward outside sources to generate funds.

About SchoolPictures.com

SchoolPictures.com provides stress-free school picture days that generate thousands of dollars for schools. Its mission is to generate high-quality, easy-to-order photos while supplementing funding for education and improving the academic environment for children. Designed with the direct input of a group of four retired school principals, SchoolPictures.com's unique business model enables the company to accept a fixed fee for each photo package purchased and to donate the remainder of the cost of the package directly to the school. Since its founding in 2005, SchoolPictures.com has presented schools with more than \$2 million in total contributions. In addition to student portraits, the company offers school IDs and customized photo yearbooks. A privately held company, SchoolPictures.com is based in Ann Arbor, Michigan. More information is available at www.SchoolPictures.com.

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