

## Contacts:

Ontela  
Rob Newton  
206 903-0808 x117  
Rob@ontela.com

LEWIS PR for Photobucket  
Chris Ulbrich  
415 992 4400  
photobucket@lewispr.com

## ONTELA TO USE PHOTOBUCKET'S OPEN API TO AUTOMATICALLY SAVE PHOTOS TAKEN ON CAMERA PHONES TO PHOTOBUCKET

*Automatic photo saving to Photobucket now available for customers with carriers that support Ontela*

**Seattle, WA, April 22, 2008**— Ontela, Inc. today announced support for the Photobucket API with its PhotoCopter service. Ontela's PhotoCopter provides Photobucket's more than 20 million unique users in the United States\* an automatic way to save photos taken with camera phones to their Photobucket accounts.

PhotoCopter addresses a widespread problem: 98 percent of camera phone pictures never make it off the handset. With PhotoCopter, users simply snap a picture and go about the rest of their day while the service automatically saves the image to their favorite destinations. Ontela's PicDeck Technology recently won first prize at CTIA as the best consumer mobile application in the Mobile Entertainment and Social Networking category. PicDeck technology powers PhotoCopter, offered on the Alltel network, and Pic Sender on the Cellular South network.

The Photobucket API enables companies, including Ontela, to create applications such as PhotoCopter that let users access their Photobucket accounts, photos and videos from environments outside Photobucket.com. Since the Photobucket API works on any device with an Internet connection, those environments might include other Web sites, Web applications, desktop applications, browser plug-ins, mobile phones, home-entertainment systems, digital photo frames and digital cameras.

"I love Photobucket – I've been a "Pro" member for years. Their new API makes the service better than ever. Now, using the API and PhotoCopter, I can store my pictures there immediately from my camera phone," says Dan Shapiro, CEO of Ontela. "Photobucket's rich API makes it easy for us to bring this great experience to all of our carrier customers, and in turn, to their subscribers."

The Photobucket API enables developers to create applications that let users:

- Securely log into their Photobucket accounts
- Create, edit and access albums
- Upload new content to their albums (photos, images and videos)
- Share content from albums via email
- Search through publicly available content on Photobucket
- Access and update metadata (titles, descriptions, tags, etc.)

“Our mission at Photobucket has always been to give people the power to upload and share photos and videos -- whether on blogs, social networks, auction sites, or consumer devices,” said Alex Welch, president, Photobucket. “The broad release of our API offers new opportunities for people to illustrate their lives and share what they create with others. We’re excited to see what a community of talented developers will do to extend our photo and video platform and tap into the creativity and passion of our users.”

Coincident with the opening up of its API, Photobucket has launched an Application Gallery on its Web site where developers can showcase their products and users can find and download applications and discover devices that support the API. At the Application Gallery, Photobucket users can bookmark and share their favorite applications on their Photobucket profile, allowing other Photobucket users to try them out as well. To view the Photobucket Application Gallery, visit: <http://gallery.photobucket.com>.

For more information about the Photobucket API, please visit <http://developer.photobucket.com>.

###

### **About Ontela**

Ontela provides technology infrastructure to wireless carriers that allows consumers to unlock the photos in their camera phones. Founded by veterans from Microsoft, Real Networks and Expedia in 2005, Ontela is an innovator in mobile imaging headquartered in Seattle, WA. The company’s patent-pending PicDeck™ platform allows carriers to connect camera phones to imaging services, online albums, and PCs with just a shutter click. For more information, visit [www.ontela.com](http://www.ontela.com).

### **About Photobucket**

Photobucket is the Web’s most popular creative hub, with nearly 40 million unique users around the world linking billions of personal photos, graphics, slideshows and videos daily to hundreds of thousands of Web sites, including Bebo, Blogger, Craigslist, eBay, Facebook, Friendster, Hi5, MySpace, Orkut, Xanga and many others. In addition to linking content, Photobucket users share their personal digital media by email, instant messaging, and mobile devices. Every day, over 7.5

million personal photos, graphics and videos are uploaded to Photobucket for sharing with family, friends and the online world. The company actively moderates content to create a safe environment for its users, partners and advertisers. Photobucket has offices in Palo Alto, California and Denver, Colorado and is located online at <http://www.photobucket.com>. For the latest feature announcements and news, please visit the Photobucket blog at <http://blog.photobucket.com>.

(\*) *comScore Media Metrix, March 2008. For more information on comScore Networks, please go to <http://www.comscore.com>.*