



Contact: Scott Cavanagh
Product Marketing Manager
scavanagh@efotobooth.com

FOR IMMEDIATE RELEASE

**Fantasy Entertainment Announces
Launch of “Photobooth Rental Network“
*New Website and Marketing Program Promotes
Photobooth Rentals to Consumers and Meeting Planners.***

SAN DIEGO, CA – January 30, 2009 – Fantasy Entertainment, the largest owner/operator of electronic, self-service photo booth systems in North America, today announced the launch of a new marketing program and website, “The Photobooth Rental Network” (www.photoboothrentalnetwork.com). The site is designed to educate the public and develop new business opportunities for their growing customer base of operators and rental companies. The Photobooth Rental Network launch takes place at The Special Event Conference and Tradeshow in San Diego, CA from January 28-30, where Fantasy Entertainment is exhibiting in Booth # 1714.

“Photobooths are hot!” says Scott Cavanagh, Fantasy Entertainment’s Product Marketing Manager. “There’s been a surge of interest in the photobooth as a rental item because of the multi-faceted entertainment they provide, and the way they appeal to attendees of all ages. When considering their rental options, clients quickly realize what a unique, out-of-the-ordinary alternative the photobooth is. And, it’s not uncommon for attendees to spread the word about the fun experience they’ve had after using our products firsthand. This means repeat business and referrals for our network of operators who provide this profitable, time-tested service.”

A key element of the Photobooth Rental Network website is its ability to match rental prospects and meeting planners with Fantasy’s growing network of professional providers around the world. "The idea of the photobooth as a rental item is a new entertainment concept that will continue to grow in popularity as meeting planners understand the entertainment value and personal options that photobooths can provide for their different clients," said Greg Casella, CPCE, president of NACE (the National Association of Catering Executives). “Through The Photobooth Rental Network, Fantasy Entertainment makes sure that an exceptional photobooth experience is readily available to both clients and the facilities that host their events.”

The Photobooth Rental Network website also promotes the many important features of the three products in Fantasy’s line of specialized Event photobooths.

8a Industrial Way, Salem, NH 03079
(800) 933-2682 www.fantasyent.com



“Traditional coin-operated photobooths lack certain capabilities that are essential to the demanding rental market,” says Cavanagh. “In addition to operator tools that allow easy configuration and photo management, we offer three of our most popular outputs. These are the traditional FotoFun® Strips, the unique 3-dimensional Foto Cube®, or an artist rendering using Portrait Studio® - each of which can be customized with additional graphics to make the finished photo product more personal and memorable. Additionally, each booth features the ability to customize the exterior so that marketers can take advantage of the photobooth’s appeal and commanding presence to promote new products and brand awareness.”

Availability, Pricing, and Financing

Fantasy Entertainment’s line of Event photobooths includes the Vintage Classic Photobooth, the Eventure Portable Photobooth, and the new Trio Customizable Photobooth. Each is manufactured to order, and ships with 2-10 days of payment or approved financing (depending on the model). Fantasy Entertainment has teamed up with Firestone Financial, a leading equipment financing company, to offer a 12 month, 0% financing program for companies wishing to add photo booth rentals to their service portfolio. Pricing and financing details are available by contacting Fantasy Entertainment at (800) 933-2682, ext. 177 (US Toll Free), or +011 (603) 324-3240, ext. 177 (International).

About Fantasy Entertainment

Fantasy Entertainment (www.fantasyent.com) is a privately held company and North America’s largest owner/operator of electronic self-service photo imaging kiosks. Started in 1995, Fantasy Entertainment now operates nearly 3,000 photo, portrait and sticker kiosks within marquis destinations, major malls, zoos, museums, aquariums, casinos, and hundreds of other high traffic outlets and tourist locations. Fantasy Entertainment is also an international supplier to distributors and operators in over 30 countries. Fantasy Entertainment is a corporate sponsor of NACE. The company is headquartered in Salem, NH.

About NACE

The National Association of Catering Executives, the oldest and largest catering association in the world, encompasses all aspects of the catering industry. Dedicated to promoting career success for its members and the professionalism of the industry, NACE offers educational programs, professional certification, chapter initiatives, networking opportunities, recognition and awards programs, a job bank, community service projects and the industry’s most prestigious annual conference. In helping its members enhance their business and careers, NACE helps the industry reach its highest potential.

###

For more information or to schedule an interview, please contact Scott Cavanagh at (603) 459-1707 or send email to scavanagh@efotobooth.com.

8a Industrial Way, Salem, NH 03079
(800) 933-2682 www.fantasyent.com