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**FOR IMMEDIATE RELEASE**

**Fantasy Entertainment Announces  
Advance Sales of Portable Photo Booth  
and 0% Financing through Firestone Financial**  
*New product is latest entry in growing line of photo booths designed  
exclusively for the event rental industry.*

SALEM, NH – April 18, 2008 – Fantasy Entertainment, the largest owner/operator of electronic self-service photo imaging systems in North America, has announced a new entry to its product line – a multi-product portable photo booth designed with new features of special interest to rental companies. Advance orders are now being accepted for shipment in July, 2008 and customers can get 0% financing through Firestone Financial. The addition of the portable booth compliments the Vintage photo booth which was introduced in January, 2008.

“Our portable photo booth is an exciting new design with features that makes it unique in the industry,” says Dale Valvo, Fantasy Entertainment’s President and CEO. “Now, the fun, spontaneous photo booth experience can be offered by a host of new service providers at locations where a full-sized photo booth may not be practical,” says Valvo, who mentions disk jockeys, photographers, and event facilities as target markets.

According to Valvo, the initial response to the product has been positive. “We’re very pleased with the final design and how well it’s been received. It was important that we have a look and feel that works in both formal and informal settings, as well as a road-worthy product that’s easy and fast to set-up and tear-down. Because of its unique design, no tools are required and assembly takes approximately 20 minutes.”

Another important aspect is the product’s capabilities. “We want to provide maximum value to our customers, so the portable booth will include three of our most popular outputs at no additional cost,” says Casey Cammann, Vice-President of Business Development. “Depending on the needs of their clientele, our rental partners can offer traditional Foto Fun® Strips, our unique 3-dimensional Foto Cube®, or an artist rendering using Portrait Studio. With this mix of outputs, the portable booth will be as appealing for weddings and corporate events as it is for children’s parties.”

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Like the Vintage booth, the portable booth's outputs will be customizable through the use of Fantasy's exclusive web-based Graphic Design Tool. "This tool provides tremendous flexibility so that our rental partners can customize each photo output to their customer's exact specifications," says Cammann. Professionally designed graphics from our extensive library can be personalized with a text overlay, or customer-supplied graphic design or logo can be used. Then, the finished design is saved and imported into the booth using USB flash memory."

Cammann explains that a suite of new operator tools improves the functionality of the product for the rental market. "Traditional, coin-operated photo booths are not optimized for use as rental items, as is our product line. Both our Vintage booth and new portable booth include tools that enable graphic importing, file management, photo exporting, and CD-burning at the push of a button."

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. Firestone Sales Executive Sal Cifala says: "Firestone Financial is happy to partner with Fantasy Entertainment and provide an exciting finance promotion. We feel that this is a product that is established and will continue to help the operator with a strong ROI."

### **About Fantasy Entertainment**

Fantasy Entertainment 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. The company is headquartered in Salem, NH.

### **About Firestone Financial Corp.**

Firestone Financial Corp. has been the leading independent provider of financing to the coin-op industry since 1965. Firestone has gained a specialized knowledge and understanding of the amusement and vending trades, as well as equipment financing for small businesses. The company prides itself on building long-term relationships; over 75% of its business is from repeat borrowers. For more information on Firestone Financial, please call (800) 851-1001 or visit [www.firestonefinancial.com](http://www.firestonefinancial.com).

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