



Contact: Scott Cavanagh
Fantasy Entertainment, Inc.
(603) 459-1707
scavanagh@efotobooth.com



**Fantasy Entertainment Announces Support of
Sony Electronics Dye-Sub Printer Technology**
New Pre-Perforated Dye-Sub Photo Strip Paper
Is a First for the Industry and Available Through Fantasy Entertainment.

LAS VEGAS, NV – November 17, 2009 – Fantasy Entertainment (www.fantasyent.com) is working with Sony Electronics' Digital Photofinishing Division on a new innovative pre-perforated dye-sublimation photo paper. The paper will be marketed by Fantasy Entertainment to its worldwide base of coin-operated and rental photo booths. This announcement takes place at the annual "International Association of Amusement Parks & Attractions" (IAAPA) Conference and Tradeshow in Las Vegas, NV, where Fantasy Entertainment is exhibiting in booths # 7027 and 7430, and where Sony is exhibiting in booth # 4052.

"This is a match made in photo booth heaven," says Dale Valvo, Fantasy Entertainment's President and CEO. "The fast, high quality prints from the Sony UP-CX1 Digital Photo Printer delivered in Fantasy Entertainment's unique "Tear & Share"[™] perforated format means unsurpassed photo quality and value for our many, mutual customers around the world."

"We're pleased to participate with Fantasy Entertainment in this important announcement," says Belinda LoPresti, Sony's Senior Manager of Marketing for Digital Photofinishing Systems. "Their deep worldwide customer base will allow us to quickly and broadly deliver this innovative product. An added benefit of working with them is that many new consumers around the world will now be able to experience the UP-CX1's superb, long-lasting quality in the historic photo strip form."

Availability & Pricing

Sony perforated dye sublimation printing is now available for Fantasy Entertainment's photo booths featuring the popular Foto FunStrip[®] and Foto

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



Xpressions ® outputs. Pricing and upgrade details are available by contacting Fantasy Entertainment at (800) 933-2682, ext. 177 (US Toll Free), or +011 (603) 324-3240, ext. 177 (International), or via the web at <http://www.fantasyent.com>.

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 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, USA.

About Sony Electronics UP-CX1

The Sony UP-CX1 high-speed digital photo printer offers superb quality and convenience in a very small package. This printer has the ability to create four different print sizes: 3.5x5-, 4x6-, 5x7- and 4x8-inch photo greeting cards at fast speeds. The UP-CX1 uses Sony's dye sublimation print technology for long-lasting and professional prints. The UP-CX1 utilizes roll printing technology which allows for higher volume printing while easy media replacement and a small footprint makes it ideal for space-restricted areas. The UP-CX1 also features a Hi-Speed USB (version 2.0) interface which allows for the fastest image data transfer times. For more information, visit <http://pro.sony.com/bbsc/ssr/product-UPCX1>.

###

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