

BLACK'S[®] Pro

Canada's Premier Destination for Pro Digital Products and Services

Black's Photography launches Canada's newest and best destination for professional digital equipment and services

Black's proud to announce the opening of its very first Black's Pro store

Toronto, ON (August 21, 2008) – Black's Photography, Canada's premier imaging and digital retailer, is excited to announce the opening of its first Black's Pro store, a completely new store format specifically designed for professional and advanced imaging enthusiasts and photographers.

"We couldn't be more excited about launching Black's Pro," said John Kelleher, president and CEO of Black's. "We are confident that the new store format will really take off in the advanced photography market. Any Canadians who are in the market for a pro Digital SLR camera, pro lens, or advanced imaging accessories and services should visit this completely new store concept before making a purchase – they will be glad they did."

Focusing on what Black's calls the six pillars of imaging – *capture, personalize, store, print, share, travel, and learn*, Black's Pro stores will offer a comprehensive imaging solution through a greatly expanded line of high performance products and services and unparalleled customer service.

"I believe customers in Canada have been looking for a retailer to step up and create a digital equipment and imaging solution under one roof." said Russ Bricker, senior VP of Merchandising and Services for Black's. "Some of Black's Pro's exciting new products include high performance DSLRs, a significantly expanded line of lenses, Apple Macs, iPods, Apple's renowned Aperture software, and other professional imaging and digital accessories."

In addition, Black's Pro stores will offer unique imaging services such as ExpertCreativeServices where customers can edit and enhance their images with state-of-the-art software, expert assistance, and the highest quality printers. The store also contains the first Black's ProPicPortraitStudio which is a state-of-the-art studio. Canadians can have annual report photographs, corporate and modeling headshots and family portraits taken in addition to Black's standard certified Passport & ID photos.

Black's Pro also features an onsite Black's University campus – Canada's leading destination for digital learning. Black's Pro is the best way for Canadians to explore high performance digital equipment and imaging solutions. Courses currently being offered include one-on-one lessons and creative photography group sessions.

"On top of all the great new products offered in Black's Pro stores, our expert Associates facilitate a world-class customer experience. Our staff is extremely passionate about

catering to the professional imaging market,” says Elizabeth Hemmerling, general manager at Black’s Pro.

Black’s Pro Associates undergo extensive training and certification to ensure they have the detailed product knowledge and sales expertise necessary to help its professional and advanced customers make informed purchase decisions.

The grand opening of the first Black’s Pro store is scheduled for August 21 to 24, 2008. This new Black’s Pro store is at Colossus Center in Woodbridge (Unit 142, 16 Famous Avenue, Highways 400 and 7). To contact the store, call: (905) 264 6960.

Black’s plans to roll out additional Black’s Pro stores in Ontario in 2008 and additional locations elsewhere in Canada in 2009 and beyond.

About Black’s Pro

Black’s Pro stores offer a greatly expanded line of products and services designed specifically to meet the needs of professional and advanced photographers. Black’s Pro stores offer feature Associates with advanced training to provide a better purchasing experience to advanced customers. Apple products, including Apple’s leading iPod and computer lines, are also available at Black’s Pro. Additionally, Black’s Pro features a number of completely new enhancements. These enhancements include an ExpertCreativeServices for advanced photo restoration and on site creation of photogifts, an onsite ProPicPortraitStudio that creates annual report, modeling, and family portraits, and a full Black’s University campus featuring advanced lessons on digital products and services for Canadians. Black’s Pro aims to become the top destination for advanced imaging and digital enthusiasts in Canada.

About Black’s

Established in the 1930s by Edward Black, Black’s is Canada’s leading retailer of digital products and services and photofinishing. Black’s has a network of 115 stores across Canada, a large base of loyal customers, and one of the top retail brands in the country. Over its proud 78 year history, Black’s has earned a reputation for premium printing services and for being a top destination to buy digital camera equipment, digital supplies & accessories, media, frames & albums, and personal gifts. Strategically Black’s competes by winning on personal service and top expertise. Black’s also operates Canada’s leading destination for digital and imaging learning, Black’s University. Black’s University reinforces Black’s commitment to being Canada’s destination to help Canadians get the most out of digital equipment and digital technology. For more information visit www.blackphoto.com and www.blacksuniversity.com.

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