

FOR IMMEDIATE RELEASE

PHOTOi wins Asia Media Award for design

SINGAPORE, 10th May 2005 – In December 2003, a small but potent photography publication came into being. Staffed by just 3 people, this ‘chilli padi’ left their imaging footprints on the photographic landscape. Fast forward 2 years, it is little wonder that this upstart has since grown and won the recognition of being one of Asia’s best-designed magazines by winning the Silver Medal at the IFRA Asia Media Awards for Best in Design for a magazine under 50,000 circulation.

IFRA is the world’s leading organization for newspapers, magazines and media publishing with over 3000 members. The Best in Design awards were presented to magazines the IFRA had deemed deserving of recognition for achieving excellent standards of design, originality and content.

Mr. John Cosgrove, Editor for PHOTOi™ was lavish with praise for his production crew, “This win is a representation of the hard work and creative talent behind the scenes, be it the designers or deputy editors, the award is a direct reflection of the quality and excellence of the magazine. Most of all, we owe a great deal of this win to the photographers of Singapore who have supported us so well since our birth in 2003.”

PHOTOi™ is no stranger to accreditation, in 2004, they were made the official magazine of the Epson Print Academy and the official photography publication for SITEX 2004. Yet another feather was added to their cap when the legendary award-winning photographer Greg Gorman made PHOTOi™ the official magazine for Greg Gorman’s Workshop Series.

When queried about the win, Mr. Joe Ang, Product Manager for PHOTOi™ was understandably delighted, “The award essentially recognizes us as the defacto photography publication for amateur and serious photographers alike. This recognition sets us ahead from other wannabe magazines and is a result of our high production values, a dedication to quality, excellence and a passion for photography.”

With this PHOTOi™ will continue to forge ahead, having entered Thailand in February with circulation of 80,000 and breaking new grounds in photography and digital imaging, rising to ever higher levels of excellence and bringing inspired ideas with renewed vigor, to Singapore and Thailand’s photography aficionados.

About Hardware Zone

As the leading IT media company in Asia, Hardware Zone Pte Ltd is a provider of marketing channels and services to the information communications, technology and interactive entertainment industry. Hardware Zone Pte Ltd publishes prolific IT magazine titles across Asia, namely HWM, GameAxis® Unwired and PHOTOi™, operating in Malaysia, Thailand, Philippines and Indonesia along with popular online portal www.hardwarezone.com® which has to date, a monthly viewership of more than 32 million page impressions. Capitalising on its editorial strength and creative marketing strategies, Hardware Zone Pte Ltd offers to marketers integrated media solutions and effective reach to IT consumers via our magazines, Internet products, research, direct marketing services, education and training, as well as event management.

About PHOTOi®

The relatively youthful photography magazine can trace its beginnings to December 2003 where Mr. John Cosgrove and his lovely wife Kath were major contributors to the magazine in terms of images and editorial content. Back then; there was only one designer on staff, a tireless Ms. Cally Han who created the groundwork for what PHOTOi™ would eventually grow into.



Currently spearheading the team is Mr. Joe Ang who continues to bring forward the spirit of PHOTOi™ through colourful content and by organizing community related events for our photo-enthusiasts.

For more information, please contact:

Jonathan Gerard Ho

Marketing Communications Executive

Hardware Zone Pte Ltd

Tel : 6872-2725 ext 816

Fax: 6872-2724

e-mail: jonathanho@hwzcorp.com

website: <http://www.hwzcorp.com/>