



**For Immediate Release**  
Editorial-Media Contact  
CJC Strategists  
Charlé-John Cafiero  
Tel: (212) 777-7654  
PR@CJCstrategists.com

**Inside Media Networks Launches Inside Analog Photo Radio & TV Show**  
*Hosted by Scott Sheppard in Partnership with APUG (Analog Photography User Group)*

**Carson City, NV – October 14, 2008** -- Inside Media Networks, creators of popular technology talk shows Inside Mac, Inside Digital Photo, and Inside Digital Design today announce the launch of Inside Analog Photo Radio & TV, which will be hosted by Scott Sheppard in media partnership with APUG (Analog Photography User Group). Inside Analog Photo Radio & TV offers fans of traditional film photography -- from all disciplines -- news, analysis, and information featuring interviews and product reviews with today's leading analog photography experts and developers.



*Scott Sheppard*

Following the success of its digital counterpart, Inside Digital Photo Radio & TV, Inside Analog Photo promises to deliver the same level of influential guests, iconic photographers, and candid commentary developed specifically to serve the topics of interest for photographers who prefer to shoot analog. The show is free to listeners and provides a perfect niche audience for advertisers and sponsors. "In today's growing imaging markets, traditional and hybrid workflows are still relied upon in many photographer's day-to-day workflow and assignments. Inside Analog Photo delivers an interactive media outlet and resource for breaking news and problem solving tips. The show provides a much needed venue for analog photographers to gain information, inspiration, and some history", explains Scott Sheppard, Host & CEO of Inside Media Networks. "Each weekly episode is available to listeners and subscribers via iTunes, RSS, or directly from the website at: <http://www.insideanalogphoto.com>."



**The First & Only Program Focused on Traditional Photographic Processes**

Many believe that traditional photographic processes have all but disappeared with the expanding use of digital photography. Although this is true in some cases, it's important to note that there are a large number of photographers and supplier companies who are still transitioning, have hybrid solutions, or simply prefer the organic, artistic, and nostalgic qualities found only in film photography. Inside Analog Photo launches with a strong media partner, the Analog Photography User Group who enjoys an active, passionate audience of over 30,000 global members. Their topics and forum discussions will serve as guide and input to many of the episodes content. "With an integrated new media approach that leverages broadcasting talent with podcasting and online publishing strengths, we view this program as the ideal platform to extend our message beyond the traditional web page and user forums. We are proud to be the program's official content partner," says Sean Ross, CEO, Photocentric Ltd."



**About Inside Analog Photo**

Inside Analog Photo encompasses a variety of radio and TV programs geared towards traditional photographic processes for enthusiasts and professionals. Inside Analog Photo content includes the latest news, in-depth interviews, product reviews, event coverage, and tips featuring special guests representing the industry's best traditional photography experts. The show is free to listeners and provides a perfect media opportunity for advertisers and sponsors to target this passionate audience. Introductory sponsor offers are available through the end of December 2008. Hear it and see it today with Inside Analog Photo, the only traditional photographic radio and TV program available today. <http://www.insideanalogphoto.com>

**About APUG (Photocentric Ltd.)**

Founded in 2002, APUG is the Analog Photography Users Group; an International group of photographers dedicated to film based analog photography. The site and active forums are supported by a growing number of nearly 30,000 participants, over 600,000 posts, and more than 30 company sponsors providing information that informs on all aspects of traditional photography. <http://www.apug.org>

**About Inside Media Networks (IMN)**

IMN creates targeted talk programming for technology, digital imaging, creative, B2B, and consumer markets. Their talented team of broadcast and communication professionals has successfully built desirable niche audiences by leveraging Web 2.0 online content distribution tools, podcasts, blogs and social networks. IMN also provides consulting services to clients wishing to transition from traditional to new media, establish or expand their own brand efforts. For more information on their services, programs and partners visit: <http://www.insidemedianetworks.com>.