

Zurich, June 24, 2008

New Value becomes shareholder of FotoDesk Group AG, integrating Colorplaza's printing services and combining them with online photo editing, sharing and storage

New Value's portfolio company Colorplaza SA acquired by FotoDesk Group AG

Vevey based Colorplaza SA, a portfolio company of New Value AG (SWX: NEWN) is acquired by FotoDesk Group AG (www.fotodesk.com) based in Zug, Switzerland, thereby building a unique online imaging service that combines photo finishing, editing, sharing and storage. As of today, FotoDesk Group also announced the acquisition of flauntR (www.flaustr.com), the comprehensive solution provider for online photo editing, storage and sharing. New Value completes a share swap of its Colorplaza shares into FotoDesk shares. In addition New Value participates in the growth financing of FotoDesk Group investing CHF 1.0 million in equity. After completion of the transaction New Value will own 45% of FotoDesk Group AG.

FotoDesk's operations will be strengthened by the acquisition of Colorplaza and flauntR. FotoDesk is rolling out a unique online imaging service that combines photo editing, printing, sharing and storage in a single seamless service. It addresses the traditional online print market through its two consumer brands ColorMailer and FastLab acquired from Colorplaza. flauntR brings in software technology for online editing, sharing and storage as well as a vast knowledge in online marketing. FotoDesk provides services across Europe, through sites in 9 languages. Service launches in the US and India will follow later in 2008.

Colorplaza's access to end consumers and service competence

Colorplaza was founded in 1999 and is a pioneer in online photo finishing, primarily addressing the European consumer Photo finishing market. The company also has partnerships with Sony Ericsson, Microsoft and Sony. Colorplaza's management will join FotoDesk's specialist team, which will still operate its printing service out of Vevey. FotoDesk will continue to operate its two consumer brands, ColorMailer (www.colormailer.com) and FastLab (www.fastlab.com). The acquisition announcement coincides with the relaunch of the ColorMailer service. The rollout includes a redesign of the existing service around a new User Interface platform, which offers a richer online experience to customers, as compared to existing offerings on the market. The product portfolio has also been stream-lined and updated with a renewed focus on print products with high customer demand.

In addition to the consumer market FotoDesk will be addressing the professional and semi-professional market through new services in fine art printing. The fine art printing service rollout has already begun, with the addition to the service offering of the support for premier fine art paper types.

Acquisition of online application www.flaustr.com

flauntR offers a suite of photo-centric online applications that allow users to edit, enhance, share and store images. flauntR deeply integrates into the photo repositories of today's web, like Picasa, and Flickr, and 16 major social networks. Galleries with commenting systems and Slideshows with transition effects are supported for users to share and showcase content both onsite and offsite. flauntR has received outstanding reviews from users and industry experts alike for ease of use and speed.

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flauntR will be jointly developing new services with Colorplaza. The flauntR acquisition also opens up the US, UK and Indian markets for photo finishing services.

Fast growing digital imaging market

"We are convinced that FotoDesk Group's business model addresses all aspects in order to participate over-proportionally in the attractive growth perspectives of the digital imaging market. The integration of Colorplaza's print service into an integrated online editing, printing, sharing and storage service will add value to customers", comments Peter Letter, head of New Value's investment management.

Information about New Value AG

New Value, officially listed at the SWX Swiss Exchange, invests directly in promising private companies in Switzerland and neighbouring German-speaking countries with above-average market and growth potential. As an investment company, New Value promotes innovative business models with venture capital and accompanies those to market success. The portfolio covers companies of different stages of development, starting with the market introduction phase up to medium-sized enterprises with stable profits. A broad investment approach is deliberately followed regarding industry sectors. The portfolio contains companies active in renewable energy, medical technology, health, information technology and new materials. New Value assigns great value to ethical business concepts and good corporate governance while selecting their portfolio companies. Criteria such as meaningfulness, social responsibility and ecological sustainability are considered by New Value as decisive competitive advantages, which affect and enhance the quality of products and services offered and thus, facilitate an above average increase of value potential. Since the formation of New Value, EPS Value Plus AG, Zurich, has served as investment manager.

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