

Zürich, July 22, 2010

Information regarding New Value portfolio company FotoDesk Group AG, Zug/Basel, Switzerland

FotoDesk subsidiary Colorplaza AG conducts acquisition and enters the online business printing segment

FotoDesk Group AG (www.fotodesk.com), a New Value AG (SWX: NEWN) portfolio company, has announced its acquisition of the online photo and business printing divisions of netservice.cc media AG. In an asset deal, Colorplaza AG, Basel, a subsidiary of FotoDesk Group AG, acquired the customers and business operations of Liechtenstein and Austria-based netservice.cc media AG effective July 1, 2010. The move will allow FotoDesk to increase its revenue base in the photo printing segment and tap the market for business printing services.

Colorplaza AG has acquired the Netprint and Netfoto business divisions, including all customers, products, websites and trademark rights, from Liechtenstein-based netservice.cc media AG effective July 1, 2010. New Value has supported FotoDesk in the acquisition financing. By acquiring the business operations of netservice.cc media AG, FotoDesk Group AG will expand its customer base in the German-speaking region and broaden its online business with the addition of an extensive array of new products and services for business customers. Print products such as brochures, posters, stationery and business cards can be easily ordered online at www.netprint.cc and delivered in just a few days. Initially, the company will focus its efforts on the German-speaking countries of Switzerland, Germany and Austria, which are already home to a wide customer base. FotoDesk plans to update and expand the netprint.cc online print software by September.

FotoDesk has also acquired the entire netservice.cc media AG photo printing business, which includes products such as photo books, photo calendars and posters. It will continue to serve customers via the well-known website www.netfoto.cc. In the future, FotoDesk will increasingly use its technical expertise to provide services to partner websites and white label customers, who were also part of the acquisition. FotoDesk is thus one of the few companies worldwide that can offer its customers both photo and business printing products and services and that can set up online photo printing platforms for third parties. Above all, the acquisition is expected to allow for synergies with existing business in the photo printing segment and a strengthening of the market position thanks to a larger sales base. With its new offerings, FotoDesk can also meet the business printing needs of over one million existing customer contacts. The technical integration of the new business divisions is largely complete and orders are already being processed using FotoDesk systems.

“This expansion is an important milestone for FotoDesk,” explains Bal Balaji, CEO of FotoDesk. “Not only are we increasing our customer and revenue base, but we were also able to demonstrate our technical expertise by integrating the Netservice web portals into our IT and order processing systems very quickly. We believe the online business printing segment is an attractive growth market.” Peter Letter, Head Investment Management of New Value adds: „We aim to support our portfolio companies in their growth path well-directed. Therefore New Value backed FotoDesk’s acquisition financing.”

About FotoDesk

FotoDesk Group AG is an integrated digital imaging services e-commerce company that offers traditional photo printing alongside innovative lifestyle products such as high-quality photo books, self-stick posters and glass prints. FotoDesk has introduced a unique online image service to the market, combining image editing, printing, sharing and archiving of photos into a single solution. FotoDesk meets the needs of the

market through its end-consumer brands ColorMailer, FastLab and flauntR. The Group offers its services Europe-wide in 9 languages via its websites. flauntR was founded in September 2007 and acquired by FotoDesk in June 2008. The FotoDesk Group also includes Colorplaza AG, headquartered in Basel, where business operations are centered and products are displayed in the company's own gallery.

About Netservice.CC Media AG

E-commerce firm netservice.cc media AG conducts business in Liechtenstein and Austria and offers high-quality print products for personal and commercial use. Its products are offered via the netfoto.cc and netprint.cc web portals, as well as through various partner portals. The company also operates a creative advertising agency.

Information about New Value AG

New Value, listed at the SIX Swiss Exchange, invests directly in promising private companies in Switzerland and neighbouring 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 cleantech and healthcare. 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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Valor no.	1081986	
Security identif. no.	552932	
ISIN	CH0010819867	
Contact	New Value AG Rolf Wägli Peter Letter Bodmerstrasse 9 CH-8027 Zurich	Tel. +41 43 344 38 38 Tel. +41 43 344 38 38, waegli@newvalue.ch Tel. +41 43 344 38 18, letter@newvalue.ch Fax +41 43 344 38 39
Information / Downloads	www.newvalue.ch www.epsvalueplus.ch	Email: info@newvalue.ch Email: info@epsvalueplus.ch