

FOR IMMEDIATE RELEASE

Earthtone Selects Media Ink. as North American Firm

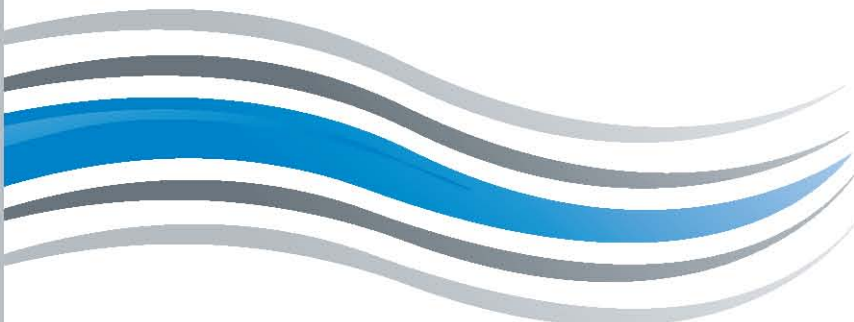
June 25, 2008 – London, United Kingdom and Tucson, Arizona – UK based Earthtone, the first Internet printing network for mobile professionals, today announced that it has selected Media Ink., a Tucson, Arizona based media relations firm, as its media relations partner for representation in North America. Specializing in media relations for the graphic arts, printing and imaging industries as well as non-profit advocacy and public policy, Media Ink. is committed to raising Earthtone's business and service profile among print centers in the United States and Canada. Media Ink. president and CEO Mark Bonacorso will head up the account team for Earthtone.

"Media Ink. comes highly recommended by the media, analysts and within the industry as well," said Nader Alaghband, founder and CEO at Earthtone. "They have a very thorough understanding of the markets we serve, as well as client-side expertise based upon a number of years spent in high-technology corporate marketing."

Headquartered in the United Kingdom, Earthtone (www.earthtone.net) capitalizes on the intersection between mobile computing and printing sectors by providing both users and quick printers with the ability to easily conduct commerce over the Internet.

Earthtone's enterprise-grade platform enables print centers to acquire new business from the Internet with minimal risk, zero startup fees and a very low acquisition cost. Using cutting edge technologies, print centers can easily setup a secure and robust online storefront with Earthtone that reduces their operating costs and that is easy to use for their customers. Earthtone will also allow locally focused print centers to conduct business on a national or international basis. The Earthtone platform will be available to print centers in mid-July 2008.

"We are excited that Earthtone has selected Media Ink. as its media relations firm in North America," said Mark Bonacorso. "The team is all looking forward to working with them to leverage first mover advantage and cement their position in the market through established relationships with targeted trade and business media, as well as analysts and industry influencers."



About Media Ink.

With offices in Minneapolis, Minnesota, Sioux Falls, South Dakota and headquartered in Tucson, Arizona, Media Ink. is a public relations and marketing firm specializing in the graphic arts, printing and imaging industries as well as non-profit advocacy and public policy. Media Ink. serves as both public relations counsel and as advisors to management teams. Due to established working relationships with the media, corporate executives, association leaders and other professionals, Media Ink. is able to provide tangible results for its clients. For more information on Media Ink., contact Mark Bonacorso, at 520-825-0217, email at markb@mediaink.biz or visit www.mediaink.biz.

About Earthtone

Earthtone is a privately held UK-based Internet start up, founded in 2006 to capitalize on new opportunities at the intersection of mobile computing, distributed printing and the internet.

Earthtone will be launching the first non-proprietary Internet-printing network for businesses and the mobile workforce in Q3 2008. Earthtone will also be executing an ambitious marketing plan to drive lucrative new business to print centers on its robust, enterprise grade e-commerce platform. User optimized features will deliver efficiencies to buyers and sellers alike, while a commitment to ongoing innovation ensures that Earthtone's service – and its no-risk value proposition, delivers ongoing benefit to its partners customers and other stakeholders.

For more information call Molly Moruzzi on +44 (0) 20 7112 7100, email us@earthtone.net, or visit www.earthtone.net.

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