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VistaQuest to Market AgfaPhoto Brand to North America

Woodland Hills, USA / Uhingen, Germany. January 10, 2008.

AgfaPhoto digital cameras and digital video products will be added to the VistaQuest (Booth C210) product line presented at the 2008 PMA in Las Vegas, January 31-February 2, 2008. The distribution contract between VistaQuest and AgfaPhoto's digital still and video manufacturer and license holder, plawa-feinwerktechnik GmbH & Co. KG of Germany, permits distribution in the U.S., Mexico and Canada.

VistaQuest markets its own brand of digital and video products, specializing in mass market, photo specialty retailers, electronic superstores and the rapidly growing Internet sales. Michael Roessler, plawa CEO remarked: "With VistaQuest we have gained an experienced specialist for distribution in North America. VistaQuest possesses extensive product and market knowledge. This experience and ever-increasing trade relations are essential for success in the extremely fast-moving digital camera market."

Buyers have already shown excitement over two new AgfaPhoto introductions. The 5-in-1 AgfaPhoto DV-5000G digital video camera retails for only USD 259.95 and combines digital movie recording, a digital camera, webcam, MP3 player and a game console with more than 20 games in one single device. An 8 megapixel digital camera, AgfaPhoto DC-8330i, introduced at USD 239.95, boasts a 3x optical zoom, a high res 3" display, Face Tracking, picture stabilization and other attractive features.

"The quality and design of German brands make them very desirable and popular in the USA. We see great potential for traditional brands giving emphasis to newly developed products with feature-rich designs that attract consumers," says Cliff Montgomery, VistaQuest Vice President of Sales and Marketing. "The photo products of AgfaPhoto enhance the VistaQuest offerings to allow for a greater range of buyer and consumer needs to be met:

Press Release

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pricing for profitability, features for easy operation, and style for current trends.”

Together with VistaQuest, plawa has developed a service and support concept for the American market. Resellers as well as the buying public can find more information on the specially designated website www.plawausa.com (Launch 01.30.08). The contracted service partner for the end user is the Summit Technologies Group, a partner of Flextronics, FlexConsumer Digital. End users will be able to find assistance on a new toll-free support number to be published on the website.

AgfaPhoto products at the PMA in Las Vegas can be tried out at the German Pavilion with plawa on Stand M206-2 or with VistaQuest on Booth C210.

You can download high-res product photos and AgfaPhoto, plawa and VistaQuest logos plus this press release at:
<http://www.panama-pr.de/download/plawaVistaQuest.zip>.

The companies:

plawa-feinwerktechnik GmbH & Co. KG of Germany with headquarters in Uhingen, Germany was founded in 1969 and is the manufacturer and license holder of AgfaPhoto digital cameras. plawa is a member of CIPA - Camera & Imaging Product Association of Japan (www.cipa.jp). www.plawa.com

AgfaPhoto Holding GmbH is licensee of the brand AgfaPhoto by Agfa-Gevaert NV & Co. KG. The exclusive sub-license for digital cameras has been granted to plawa by AgfaPhoto Holding GmbH.

VistaQuest Corporation with headquarters in Woodland Hills, Los Angeles distributes digital cameras, digital video products and webcams under its own brand name, VistaQuest, to mass and premium markets. VistaQuest is a distributor for AgfaPhoto digital cameras and video cameras for the USA, Mexico and Canada. www.vistaquestusa.com

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