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FOR IMMEDIATE RELEASE

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DIANA HERRERA: NEW PRESIDENT OF ASSOCIATED PHOTO & IMAGING

Effective immediately, Diana Herrera is the new owner and president of Associated Photo & Imaging, the leader in South Florida for quality imaging since 1946.

On July 1, when previous owner and President Larry Apple made the announcement of his retirement and the new ownership, he proclaimed, "The best years of Associated Photo are yet to come."

Diana Herrera said, "My immediate focus is my commitment to taking care of our clients, as it has always been, taking care of my team, and to continue growing strong relationships which has always given me great pleasure. We look forward to increasing our product line and finding innovative solutions to meet our clients' needs. The Associated Photo & Imaging reputation for high quality imaging and excellent service is our brand and has no equal in the South Florida imaging industry. I have every intention of keeping it that way."

Diana joined the company in 1987. Since day one she has worked closely with Larry Apple. Under his guidance she started from the ground up, learning all aspects of the business from answering telephones to overseeing the majority of company sales and gathering the excellent team now in place. As Vice President of Associated Photo for over ten years Diana managed many aspects of the company's day-to-day operations. She has over 25 years of experience guiding clients in the creation of innovative visual merchandising solutions. She is a savvy visual brand specialist who translates clients' needs and objectives into exciting visual displays while ensuring consistent execution of all marketing programs.

Larry Apple will be pursuing his passions in reading, spending time with his family, and traveling. He purchased Associated Photo & Imaging from his father, Art Apple, in 1981 and was a visionary in transitioning the company from a photographic services company to an industry leader in large-format commercial digital & laser imaging. The Apple family is excited and supportive of this next chapter and is confident that Diana will continue the legacy and brand of Associated Photo & Imaging after 67 years.

The official company name will be APImaging, Inc., but will continue doing business as Associated Photo & Imaging (API).

With old-style personal service and industry leading technologies, API offers the most up-to-date digital imaging services available. Their clients include some of the most recognizable brands, such as luxury brand companies, fashion houses, international retail shops, airports, sports stadiums, museums, fine art photographers and gallery artists. The pioneers of API established the business with a passion for excellence and a commitment to mastering cutting-edge technologies.

For more information on Diana Herrera and Associated Photo & Imaging, please call 305-373-4774, or visit www.apimaging.com.

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