



## **Picnik Overview**

Picnik is the award-winning photo editor that gives users fast, easy access to powerful editing tools from any computer platform using any Internet browser – bringing photo-editing superpowers to real people.

At Picnik, our mission is simple – help everyday people break the shackles of retail photo-editing software and enjoy the freedom, ease of use, and simplicity that is Picnik.com. Picnik combines the power of desktop software with the ease and convenience of the Web. With Picnik, anyone can quickly and easily edit, enhance, share and print photos from any Internet browser (IE, Firefox, Safari, Mozilla, etc.) on any computer platform (PC, Mac, Linux). Picnik delivers the one-click auto fixes, basic editing tools and special effects beginners love, as well as sophisticated photo tools more serious photographers can't live without. Picnik also integrates seamlessly with popular photo-sharing sites like Facebook, Flickr, MySpace, Picasa Web Albums, Photobucket and anywhere else a user's photos are stored.

## **Picnik Fast Facts**

- Headquartered in Seattle, Washington.
- 17 employees.
- Company founded in 2006; launched beta in February 2007.
- Privately funded by company founders.
- Executive management :
  - Jonathan Sposato, CEO and Co-Founder
  - Mike Harrington, COO and Co-Founder
  - Darrin Massena, CTO and Co-Founder
  - Lisa Conquergood, CMO(Visit [press.picnik.com](http://press.picnik.com) for full bios)
- Picnik is free, with premium options for monthly (\$4.95), 6-month (\$19.95) and annual (\$24.95) subscriptions.

- Picnik is the leading online photo editor, with just under 40 million visits a month and counting.
- Picnikers spend approximately 17 minutes on the site editing and customizing their photos on each visit.
- Picnik supports image sizes up to 4000 x 4000 or an variation that
- Picnik is fully integrated with a wide variety of Web sites including Flickr, Facebook, SmugMug, Photobucket, MySpace, Webshots, Box.net, Picasa Web Albums and Lexmark.



- Picnik plug-ins are available for Firefox, Internet Explorer, WordPress, Movable Type and Yahoo!

