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FastCompany.TV Today Launches Newest Program: PhotoCycle

June 23, 2008– Mansueto Digital today launches its newest FastCompany.TV program, PhotoCycle. This Internet-distributed video show will focus on the full cycle of photography including basic camera know-how, inspiration, instruction, and discussion of the business of professional photography.

Avid photographer and Managing Director of FastCompany.TV, Robert Scoble explains, “PhotoCycle is going to be unique. Joining a professional photographer, Marc Silber, with talented “Flickr-famous” photographers like Thomas Hawk you’ll get both helpful tips on how to take your digital photography further as well as get unique insights into how professional photographers ply their craft.”

Hosting the show is Marc Silber, a highly respected teacher of photography and a professional photographer. Silber’s work (available online www.silberstudios.com) has been featured in numerous exhibitions, which have been met with wide acclaim. Joining Silber will be Thomas Hawk, a top Flickr Photographer.

Silber commented, “My passion in teaching photography has been to bring the masters of photography as close as possible to my students. PhotoCycle gives us this ability and opens our classroom up to everyone. We’ll keep our viewers up to date with new developments—tips and tricks, and as the name says, we’ll cover the full cycle of photography.”

In the first episode, online today at www.fastcompany.tv, Silber visits Glacier Point in the Yosemite Valley to interview legendary photographer Ansel Adams’ son Michael. Michael explains Ansel’s process, workflow, joy of photography, and shares rare and unreleased footage of his father discussing what he considered to be the key to a great photograph.

Launched in March, FastCompany.TV is an online video network which features coverage of technology trends, interviews with leading executives and business people, reviews of the latest technology products, as well as lifestyle programming. Shows currently featured include Scobleizer TV, Fast Company Live, and Workfast.

FastCompany.TV is a subsidiary of Mansueto Digital, which after a \$10 million investment in 2007, now operates an expanding network of sites, which include FastCompany.com, Inc.com, IncBizNet.com, IncTechnology.com and Scobleizer.com.

About FastCompany.com:

FastCompany.com is a blended journalism/community platform that combines award-winning journalism with substantial contributions from its online community. The site attracts one million unique visitors a month by using an innovative networking platform to encourage an ongoing business conversation among its members, editorial staff and everyday readers. Winner of Editor and Publisher’s 2007 EPpy Award for Best National Magazine website, FastCompany.com publishes more than 100 stories and multi-media pieces a month and features more than 100 expert blogs. All content on the site is organized around FastCompany.com’s core themes: innovation, technology, leadership, management, design, social responsibility, careers, work/life balance. Readers can contribute member blogs, answer daily “Fast

Talk” questions from the editors, and participate in online discussions moderated by *Fast Company* editors and experts.

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