

Edible mementoes to

Novel web site offers food for thought to whet your appetite for a tasty celebration

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Little gifts for bar mitzvah guests have gone high tech, care of EveryoneSmile.com. The online store lets members upload digital photos and have them printed onto cookies, Rice Krispie Treats, lollipops, t-shirts and mugs.

The website is the brainchild of Newton native Adam Riemer and his cousin Mark Paresky, two thirty-somethings who have been teaming up together since deejaying parties in their early teens.

Customers can also upload their digital photos, send free e-cards, and order prints for 25 cents a piece. It was while Riemer was working at MTV that he first began to appreciate the value of digital photography. Riemer said: "Everyone wants to save their memories. Digital photography allows me to take thousands of pictures without wasting film."

When the two cousins first began the business about six years ago, approximately five percent of the U.S. population had digital cameras. Now, over 50 percent of American households have digital cameras, and it was the top selling present this past holiday season. Riemer said: "People have the need to preserve memories of their lives. Digital photography makes it very easy and possible"

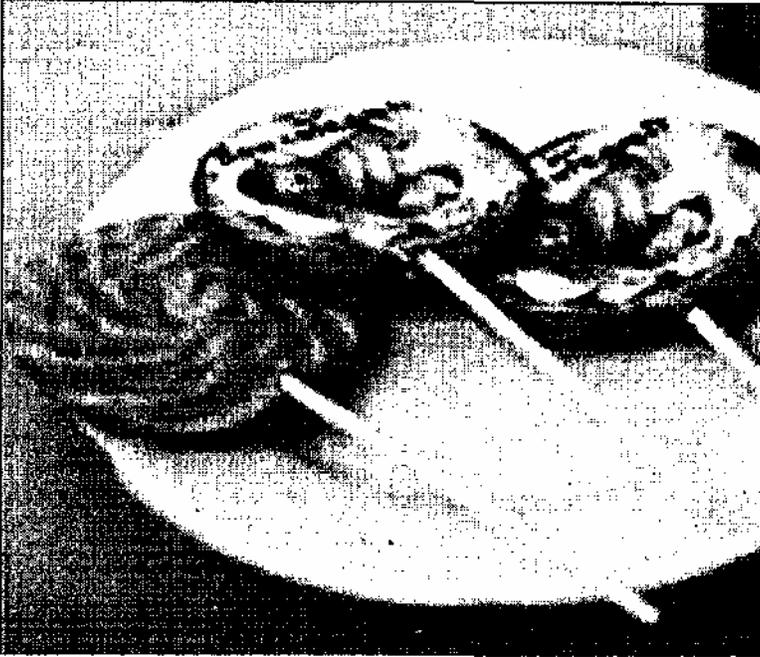
Capitalizing on the growing use of digital photography at simchas, the two entrepreneurs launched a second website six months ago. SmileShot.com is a website designed to help out professional photographers trying to make an extra buck.

Less than 10 years ago, a family would have to wait months to see proofs from their simcha. Now, the photographer can upload the photographs right after the party directly onto his site, provided by SmileShot, and the party goers can visit the site and choose which pictures they'd like to order:

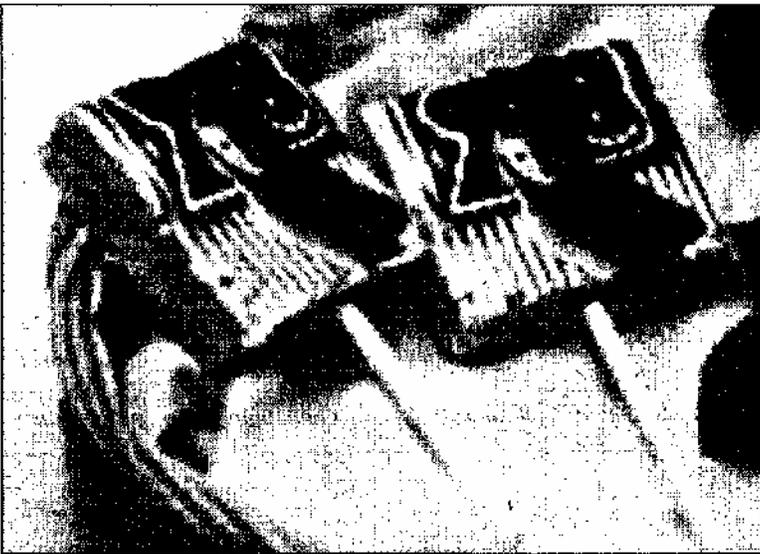
SmileShot provides the photographer with his own free website customized and tailored to his specifications, including his company name and header, with one gigabyte of space for free. Once that space is full, the photographer can choose to manage his events by deleting old images that are no longer likely to be purchased, or by purchasing additional storage space at a low cost. If the events generate above average orders, fees for additional photos may be waived.

They can also put photos from SmileShot.com onto the special knick knacks 'that the parent company, EveryoneSmile.com, offers. SmileShot.com manages the website for the photographer, receives and prints the orders from their five-star lab, processes the credit card payment, drop ships and sends the prints directly to the customer, and sends the check directly to the photographer.

mark the moment



Keep guests eating *and* entertained with your face on a lollipop.



.. or even on the end of a **Rice Krispie** stick.