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ELAINE WALKER: RETAIL
SAY CHEESE!

Rosie O'Donnell's farewell television show turned into a great marketing opportunity for EveryoneSmile.com.

The Miami company gave away more than 250 of its disposable cameras to O'Donnell and her guests to capture the memories of O'Donnell's talk-show swan song. O'Donnell used the cameras on her desk to snap pictures of the audience and herself.

Now, partners Mark Paresky and Adam Riemer are banking on the sales boost that comes from that kind of national publicity.

The yellow EveryoneSmile.com camera doesn't look much different than any other disposable camera. What makes the company unique is its attempt to bridge the gap between traditional and digital photography through a one-price package of services.



For \$9.95, customers on the EveryoneSmile.com website can buy a 25-exposure, single-use digital camera with a flash. What that price also includes is a postage-paid mailer to ship back the camera, free developing, a set of four-by-six prints on Kodak paper and free online access to all your photos that you can share with friends anywhere. The only additional cost is a \$1.95 fee to ship back the pictures and negatives.

"This gives you all the benefits of a digital camera without any of the costs and hassles," said Paresky, the company president, "People love being able to share pictures online in a fun and easy way."

The key to success will be whether EveryoneSmile.com can offer a bargain price to convince Sam or Susie Shutterbug it's worth the wait to ship their pictures to someone instead of buying the camera and the developing at their local drugstore.

The market is a new one for EveryoneSmile.com, which launched this program last December with another high-profile national appearance on the Today Show. That generated thousands of camera sales; Paresky is hoping to sell a million cameras this year.

Some of that business will also come from selling its cameras wholesale to hotels, sports teams and tourist attractions, who then resell them, typically at a marked-up price. Their South Florida clients include the Miami Heat, News Cafe, Sonesta Beach Resort on Key Biscayne and the Hotel Nash on Miami Beach.

Elaine Walker covers the retail and restaurant industries.

