

# Art's Cameras Plus Named PTN Dealer of the Year 2007

*Milwaukee-based retailer takes top industry honors  
for commitment and service to customers*

Tony Miresse, owner of Art's Cameras Plus is the 2007 PTN Dealer of the Year.

**Melville, NY** - PTN (Photo Trade News), the business news publication for the imaging channel, announced today that Tony Miresse, owner of Art's Cameras Plus, a photo specialty store serving the Milwaukee area since 1967, has been named PTN's 2007 Dealer of the Year. The honor is bestowed only once annually to a retailer that stands out among his or her peers and offers an innovative approach to doing business. Milwaukee-based Art's Cameras Plus. Miresse attributes the retailer's longevity to an outstanding staff who constantly strives to achieve Art's mission, "To exceed our customer's expectations for quality, service and value."

Miresse is a photo industry veteran of 28 years. In 1979, he sold his paper route (and took a cut in pay) to work in the family business. He has seen the industry change from flashbulbs and enlargers to Wi-Fi enabled cameras and the digital darkroom.

"Tony and his committed staff exemplify the best in customer education, service and innovations," says PTN Editor Diane Berkenfeld. "As our industry grows retailers must be first in technology and provide expertise for interested customers seeking out new ways to capture and display images."

Miresse and his wife Geneen took over ownership of Art's Cameras Plus from Tony's father, Art Miresse in 2001. Utilizing extensive market research provided by the Photo Marketing Association International, Tony and Geneen were able to identify the rapid change in demographics for those purchasing digital cameras and photo related services. They noted that women now account for more than 50% of camera purchases and many are mothers of school-age children. PMA even gave a name to this growing demographic - "Jennifer." Using this information, Art's remodeled their two existing locations to appeal more to Jennifer. The third location which opened in October of '06 was designed as a lifestyle store using information obtained from PMA at "The Complete Picture Inspiration Center." Geneen, a classic "Jennifer" herself, has been instrumental in contributing many ideas to the new store's design to the new store's design which has been extremely well received by both men and women.

"To be successful we must look for opportunities to provide our customers with solutions to their imaging needs while constantly creating new revenue streams," says Miresse who understands the competitive pressures from e-tailers and big box stores and the importance of his business to stay ahead of the curve.

"Instead of running from technological changes Tony realizes the need to continually invest in growing the business, especially in times of transition," adds Berkenfeld.

PTN's December issue showcases Art's Tony Miresse and Art's Cameras Plus with an in-depth feature article detailing its success. Miresse will be presented with his award on February 1, 2008 at the Annual PMA Trade Show and Convention.

PTN is the business news publication for the imaging channel, providing in-depth news coverage, new product information, market analysis and educational features. The magazine reaches over 14,000 imaging industry retailers and lab owners through the photo specialty, minilab, drug store, consumer electronic and mass merchant channels. Established in 1936, PTN is the only BPA audited news publication for the imaging retailer.

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CAMERAS PLUS



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