

MEDIA RELEASE

Re: Fotek School Portraits WA – Name Rebrand

Wooldridges Australia acquired **Fotek School Portraits** in December 2008.

Over the last six months the **EDUCATION WORKS** businesses have worked closely with the new management team at Fotek to ensure that significant improvements in quality and performance were achieved.

Now they are roaring and ready to embark on a national roll-out to compliment the Wooldridges business models across Australia.

Term one has produced consistently high quality results not seen from Fotek for a number of years.

The reason for the improvements is due to a number of implementations:

1. New management team
2. Full-time photographers employed
3. Extensive photographic experience and ongoing training
4. New state-of-the-art photographic equipment purchased
5. New 'latest technology' lighting techniques implemented
6. Business partnership with Australia's best professional photographic printing lab
7. Unique package options for schools and parents, not available from competitors

Whilst the brand Fotek is well recognised in the WA market, to ensure the brand is uniform as they grow nationally, a rebranding process has been undertaken.

Fotek School Portraits, has been rebranded to **FOTOWORKS™** School Portraits

With the new **FOTOWORKS** logo, they have kept the feel and characters of the 'old' Fotek to enable customers to identify with the brand they know and love. And the name **FOTOWORKS** is a great fit with the **EDUCATION WORKS** brand.

Wooldridges not only have the best range of texts and resources for schools they now have the Best School Portrait company in the nation.

FOTOWORKS, a new part of the **Wooldridges** and **EDUCATION WORKS** group, another great service for their customers. If you have any questions or would like more information please call the office on 1300 104 702 or call Natalie Therese, National **FOTOWORKS** Manager, direct on 0413 179 441.

A new era dawns ...



FOTOWORKS School Portraits

For the new generation!