

## **NEWS RELEASE**

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### **Bold Leap Lands VistaQuest Solidly Into Digital Market Place**

At the 2006 CES, the newly formed VistaQuest Corporation stepped boldly into the flooded digital camera arena with some press packets and 10 colorful promotional digital cameras priced from \$19.99-\$129.99 plus a promise to dealers to increase profit margins. One year later, they have returned to the scene with their own Booth #71754 at the Sands Expo Convention Center with a display of enticing products that include 7 megapixel digital cameras, a variety of webcams and peripherals, and a full line of binoculars and scopes to launch their new Optics Division. Plans are in the works to add additional accessories and products throughout the year. Buyer enticements include more than promotional price points.

CEO Hamed Hejran, a former Vice President with Vivitar, and COO Tim Li, developers of the marketing company, have kept a steady pace of resourcefulness for obtaining a market-responsive product line which is stylish, multi-featured, attractive and compact. Hejran remarked, "Our major manufacturer is flexible and likes the challenge of producing a product idea we offer, but we insist on maintaining the quality we promise

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**Hamed Hejran, CEO / Tim Li, COO**  
**Larry Edwards, Vice President of Sales**  
**Cliff Montgomery, Vice President of Sales & Marketing**

at our promotional price points as our company's distinction."

The digital camera line includes 5 new models, ranging from 3-7 megapixels (\$49-\$129), and VQBinocCams range from VGA to 3 megapixels with video and sound clips. The sleek, sassy-looking PC Cameras like the one to the right are competitive at \$9.99 to \$29.99. Discussions include the addition of a wireless security system and a steady stream of other interesting digital gadgets.



Dr. Gadget featured VistaQuest's 1.3 - 3 megapixel KeyChain Camera, selected by Hammacher Schlemmer and Walmart, on ABC's morning talk show, "The View," twice in December.

Accounts such as Walmart.com, Walmart stores, Sears.com, CompUSA.com, ToysRUs, Amazon.com and many mid-size national chains have consistently increased their orders according to Cliff Montgomery, Vice President of Sales and Marketing. "New inquiries are being made daily, and we have been strengthened by an exceptional and dynamic distributor network in having acquired NewVision/Mohawk Marketing as well as D & H Distributors and Marsan."

VistaQuest's sales are driven by two photo industry veterans who use a consultative sales approach and offer buyers what the corporate tag-line promises: "a clearer vision." Notable photo industry colleagues with over 50 years combined experience in the mass market, Cliff Montgomery and Larry Edwards, serving as VistaQuest sales vice presidents, developed two simple initiatives for corporate growth: engage in the familiar and obtain resources to strengthen the company's core.

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From the home office in Woodland Hills, CA, Tim Li, COO, boasts of “a great development team” and continually sources quality products with promotional pricing. “What’s really exciting to us, now, is that manufacturers are coming to us when they need savvy marketers to introduce their products to North America. I consider that a definition of our success.”

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