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News Release

Direct Effect Media Services Appointed List Manager of Photoshop Cafe.

(Carlsbad, CA, Effective immediately) : [Direct Effect Media Services, Inc.](http://www.directeffectmedia.com) today announced a new list under management: PhotoshopCafe Opt-in Email. Photoshop Café's list is new to the market and presents an opportunity for marketers of photographic equipment and new media design tools to reach a savvy audience of photographic artists and new media designers via email.

- PhotoshopCafe - 55,000+ 3rd party opt in subscriber emails

PhotoshopCafe was created by renowned Photoshop guru Colin Smith. The website receives over 20 million visitors annually and offers its readers training, techniques, a forum to share ideas, and a gallery to showcase photographic art.

For additional information contact [Bernie Ryan](mailto:bernie@directeffectmedia.com) at 858.720.1030.

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For Immediate Release