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For Immediate Release

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The Baltimore Sun begins digitally preserving and selling original photos from its historic photographic collection of images

Baltimore, MD March 28, 2011– The Baltimore Sun has begun creating a digital archive of its entire historic photographic library of 2 million photos and marketing the original prints to consumers, collectors, photo enthusiasts and historians.

“Our photo archive documents life in Maryland over the years and captures some of the most poignant moments in our history, both locally and nationally,” said Tim Thomas, Baltimore Sun Media Group senior vice president of business development. “We’re now making this treasure trove available to the public.”

The Baltimore Sun is using the [Advanced Image Archiving](#)[™] (AIA) service, created as a joint venture between Image Fortress Corp. and Masterpiece Marketing Group, to digitally archive its entire historic photographic library of images and then market the original edition photos worldwide. To date, approximately 200,000 of the Sun’s collection of original vintage photos have been digitized and digitally archived by Image Fortress.

A photo of the 1923 Yankees featuring Babe Ruth and Lou Gehrig recently fetched \$4,400. Other popular high-ticket photo subjects include Triple Crown winners War Admiral and Secretariat, as well as Army-Navy football games and Marilyn Monroe.

The Photos Section of BaltimoreSunStore.com features an image database for consumers to buy photo reprints of historic local events, long-gone venues, and slice-of-life settings captured by photographers like A. Aubrey Bodine. All original edition photos currently available for sale may be found at www.BaltimoreSunPhotos.com.

About The Baltimore Sun

The Baltimore Sun Media Group publishes *The Baltimore Sun*, baltimoresun.com, 30 community newspapers and magazines, and a growing portfolio of targeted print and online products, including b.com and bthesite.com. The Baltimore Sun has been awarded 15 Pulitzer Prizes for its news coverage. In print and online, the Baltimore Sun Media Group reaches 1.2 million readers each week in the Baltimore area, making it the region’s most widely read source of news and information.

The AIA Service

Advanced Image Archiving (AIA) is a comprehensive service that enables owners of the world's greatest image collections to minimize the large cost and resources associated with digital preservation while generating significant revenue through the sales of these previously inaccessible photographic images. Created as a joint venture between Image Fortress Corp. and Masterpiece Marketing Group, AIA creates a full-service, high-performance web-based digital archive that preserves the integrity of the customer's image files and creates a searchable archive that is accessible worldwide. AIA is integrated with customer editorial systems, allowing users to easily manage their image collections, improve staff productivity and ensure long-term secure, museum-quality preservation of their digital assets. AIA also manages the sales and marketing of original photos to fund digitization projects and generate ongoing revenue. Each customer's AIA digital archive is linked into numerous electronic channels of distribution, enabling ease-of-use editorially and commercially by their owners. For more information, please visit the website at

<http://www.AdvancedImageArchiving.com/>

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