



PRESS RELEASE
COLFAX FINANCIAL LLC
Columbus, Ohio
October 23, 2009

COLFAX FINANCIAL LLC ACQUIRES THE OPERATING ASSETS OF CORD CAMERA CENTERS, INC.

Effective October 21, 2009 Colfax Financial, LLC has acquired all of the operating assets of Cord Camera Centers, Inc. Colfax Financial, LLC is a locally owned venture capital company. Cord Camera is a regional retailer of cameras, photography accessories and photofinishing services established in 1954. The new company will have 18 retail stores located in Central Ohio, Cincinnati, OH, Indianapolis, IN, and Bloomington, IN. In addition the company operates an online website for photofinishing services and photography hardware at www.cordcamera.com. The retail operations will be supported by a corporate office and warehouse located in Columbus, OH.

John R Crotty, President and CFO of Colfax, states: "We are excited about acquiring a well established company like Cord Camera with its strong tradition of being in business for over 55 years and a reputation for exceeding customer expectations in regards to all of their photographic needs. We are happy to retain all of the Cord employees and their many years of experience and knowledge concerning cameras and picture-taking. A good picture is a memory for a lifetime."

The company has developed a new store model to maximize use of square footage but still provide easy access to all of the product lines Cord Camera is known for. Recently the company has relocated some of its larger stores in Central Ohio to newly designed space in close proximity to the old stores. The company is now surveying all of the stores to insure they are fully stocked to satisfy all needs during the upcoming holiday buying season.

Cord Camera offers a full line of products which includes photofinishing, photo restoration, enlargements and photo gifts, video transfer, cameras and accessories, custom framing, scrapbooking and instructional classes in photography and scrapbooking.

There is one thing all of our customers should know, "When you think photography you should go to Cord Camera".