



For Immediate Release:

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The Philadelphia Tribune Begins Digitally Archiving and Selling Photos That Document the African American Experience in America

First Time Access to Photo Archive of Nation's Oldest Newspaper Serving the African American Community

PHILADELPHIA, PA –April 11, 2011 – The Philadelphia Tribune (www.phillytrib.com), the nation's oldest and the greater Philadelphia region's largest newspaper serving the African-American community, is digitally archiving its entire photographic collection and making the photos from this unique archive available online to the public. The Philadelphia Tribune Photo Archive will be among the largest photography collections available telling the visual story of the African American experience and capturing the region's most compelling events, people and places of the past 125 years.

Philadelphia Tribune is using [Advanced Image Archiving™](#) (AIA), a new digital image archiving and monetization service - created by a joint venture between Image Fortress and Masterpiece Marketing Group - to digitally preserve and archive its entire historic photographic library of approximately 250,000+ photos. The AIA service is providing the *Philadelphia Tribune* with a seamless service that integrates all aspects of the digital archiving of this collection with the marketing of first edition prints and reproductions to collectors worldwide, to members of the greater Philadelphia community and to a global community that previously has had no access to these culturally and historically significant photographs. The paper's [Philly Connection](#) website will provide online access to high quality first edition, collector's edition and reproduction prints, bringing to the public online access to over two hundred thousand never-before-published photographs. The collection contains photos from events dating back to the paper's founding in the 19th century and includes photos of significant historical events of African American significance such as images from the First World War among numerous other key national and regional events covered by the *Philadelphia Tribune* since its founding in 1884.

“This is an exciting time to partner with Image Fortress and Masterpiece Marketing Group to archive this unique photographic collection and make them accessible to the public for the first time,” said Robert Bogle, *Philadelphia Tribune’s* President and CEO. “These photos reflect the life and experiences of the African American community in both America and in the Philadelphia region.”

“I am thrilled that our company, which was founded with the mission of preserving and making publicly accessible the unpublished visual record of our experience as a nation, most of which has been buried away for decades or even over a century in photo libraries belonging to newspapers, is working with the Philadelphia Tribune,” said Bob Pokress, cofounder and president of Image Fortress. “Their photo library provides a unique and historically vital perspective on the evolution of the history of our nation as well as a unique prism into the events and people in and around the Philadelphia metro region who have shaped and been shaped by that history.”

About the Philadelphia Tribune

The Philadelphia Tribune is the nation’s oldest and the Greater Philadelphia Region’s largest audited daily newspaper serving the African-American community. The *National Newspaper Publishers Association*, a trade association representing 205 African-American-owned newspapers, has recognized the publication as the “Best Newspaper in America” in eight out of the last fifteen years.

About Advanced Image Archiving

Advanced Image Archiving™ (AIA) – a joint venture between [Image Fortress Corporation](#) and [Masterpiece Marketing Group](#) (MMG) - is a turnkey integrated digital archiving and monetization service for owners of large collections of vintage and other high-value collections of photographs. AIA service minimizes the time and costs associated with making photo archives digitally accessible, insures long-term museum-quality preservation of and ease-of-access to these valuable digital assets, and provides online distribution channels for real-time editorial use, online news and media offerings, and revenue generation from these photo collections. AIA is integrated with customer editorial systems, allowing users of the service to easily manage their image collections, improve staff productivity and ensure long-term secure, museum-quality preservation of their digital assets. For more information, please visit the website at www.AdvancedImageArchiving.com.

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