



## FOR IMMEDIATE RELEASE

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### **CVS PHOTO CENTER GIVES CONSUMERS ONLINE PHOTO PROCESSING WITH ONE-HOUR IN-STORE PICK-UP**

*CVS.com makes online photo processing simple and convenient, connecting online service to CVS/pharmacy stores nationwide*

**WOONSOCKET, R.I., August 1, 2006**— Consumers who use online photo services to order their pictures no longer have to wait for prints to arrive in the mail – thanks to the new CVS Photo Center ([www.cvsphotocenter.com](http://www.cvsphotocenter.com) or via [www.cvs.com](http://www.cvs.com)). CVS/pharmacy, the retail leader in digital photo and image processing, today announced its new online photo center for image sharing, storage, gifts and internet to retail picture processing. Unlike most other online photo sites, [www.cvsphotocenter.com](http://www.cvsphotocenter.com) makes it possible for customers to upload photos, order prints and drive to a local CVS/pharmacy store to pick them up – in many instances in as little as one hour.

CVS/pharmacy has the largest distributed printing network of any retailer in North America, giving consumers many options for fast, convenient and high-quality image processing. Internet processing with the one-hour in-store pick-up option will now be available at more than 4,600 CVS/pharmacy stores nationwide, with plans to offer this service in additional stores by year-end. Industry analyst firms predict that consumers will increasingly use internet to retail services, benefiting from the flexibility of online services and the speed of one-hour-photo processing. CVS Photo Center combines the best of both and is a name consumers align with quality and affordability. Internet to retail processing reflects the growing clicks-to-bricks mentality of using the Internet for more than just shopping, shipping and waiting. In Internet-to-retail processing, consumers upload pictures to CVS online photo center then go to local stores to pick up their pictures, days faster than a Web-only service can deliver.

CVS PhotoCenter offers the clear advantage of one-hour processing and pick-up and also features many other imaging options. CVS Photo Center ([www.cvsphotocenter.com](http://www.cvsphotocenter.com)) features and benefits include:

- Free online storage and sharing options, including online photo albums
- Simple editing techniques and color correction options
- Images can be uploaded from any internet connected computer

- Personalized photo gifts
- Quality prints using Kodak paper
- Affordable and competitive prices
- ExtraCare points earned with every photo purchase

“CVS/pharmacy is a clear leader in photo processing because of quality and convenience, and most importantly, choice,” said Grant Pill, Director of Photography and Imaging, CVS/pharmacy. “We believe customers should have the choice and tools they need to print pictures in a way that makes their lives easier. CVS Photo Center gives consumers every option for storage, sharing, gifts and delivery or in-store pick-up, while guaranteeing CVS quality and friendly service.”

### **About CVS**

CVS is America's largest retail pharmacy, operating more than 6,100 retail and specialty pharmacy stores in 44 states and the District of Columbia. With more than 40 years of dynamic growth in the retail pharmacy industry, CVS is committed to being the easiest pharmacy retailer for customers to use. CVS has created innovative approaches to serve the healthcare needs of all customers through its CVS/pharmacy stores; its online pharmacy, CVS.com; and its pharmacy benefit management, mail order and specialty pharmacy subsidiary, PharmaCare. General information about CVS is available through the Investor Relations portion of the Company's website, at <http://investor.cvs.com>, as well as through the pressroom portion of the Company's website, at [www.cvs.com/pressroom](http://www.cvs.com/pressroom).

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