

**PRESS RELEASE
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The Aperture Academy Fine Art Photography Gallery and Digital Photography School in Pruneyard Center, Campbell, CA, Now Open – Classes Filling Quickly

Aperture Academy, featuring the nature and outdoor photography of award-winning San Jose professional photographer, Stephen W. Oachs, is much more than a beautiful gallery; it is the premier destination for learning all things related to digital photography.

Campbell, CA–November 1, 2009–In spite of the economy's downturn, some brave entrepreneurs still insist on following their dreams. Stephen W. Oachs, a professional photographer and technology entrepreneur, is living his dream—and showing others how to follow theirs. A year ago, Oachs began the steps to open his own gallery and photography studio. Along the way, listening to his workshop students, he decided to add photography workshops and software classes. As a result, The Aperture Academy is now open for business, with a gala Grand Opening celebration planned for December 5th, from 6pm-10pm.

Although Aperture Academy was scheduled to open on November 1st, thanks to a lot of hard work by a lot of good people, it opened October 20th. "It's been a year of love, stress, taking thousands of photos, meeting incredible people, getting wrapped in a lot of red tape, but most of all, a sense of excitement and satisfaction unlike any other venture I've tackled," said Oachs.

Oachs, a successful veteran technology entrepreneur and passionate professional nature photographer, is utilizing both talents for this new enterprise. "By combining aspects of a fine art gallery and an educational facility, I'm able to offer a unique approach to the Aperture Academy. I've been teaching photography workshops for about three years, and I made sure I carefully listened to students about what they loved and wanted, and what they didn't. It gave me a strong vision and direction for Aperture Academy," said Oachs.

Located in the Pruneyard Shopping Center in Campbell, California, The Aperture Academy is a 4,000 square foot venue featuring the photography of Oachs, with plans in place to show the work of Academy students and guest photographers. In addition to the gallery, the facility contains a multi-media classroom for teaching all aspects of professional-quality digital photography. The outdoor, on-location workshops are very popular, many already filled, and there is great anticipation for the Lifestyle Photography classes.

"Digital photography is such a rapidly evolving technology right now, and many people want to learn but find it a little intimidating, or overwhelming," said Oachs. "Aperture Academy will be a chance for them to come in and learn from their current skill level, at their own pace--without making long and expensive commitments. We keep our class sizes small so all students can get plenty of one-on-one instruction. And we have some fantastic instructors that are very good at teaching and inspiring on an individual level; and with a great sense of fun."

The Aperture Academy offers:

- Classroom instruction for Photoshop®, Lightroom® and other software
- Classroom and in-field digital photography workshops
- Lifestyle Photography shoots with live models
- Classes and workshops for all skill levels that range from buying a camera to selling your work
- Online photo galleries, community and resources for students
- Event venue available for camera club meetings, social events, receptions and celebrations
- Gallery showings, featuring guest photographers and exceptional student work
- Fine art photography for commission and retail sales

To learn more about Aperture Academy, see course schedules, or to inquire about reserving the gallery for your function, visit <http://www.ApertureAcademy.com> or call 408-369-8585.

About Aperture Academy

Founded by award-winning photographer and entrepreneur, Stephen W. Oachs, the Aperture Academy is a unique combination of fine art photography gallery and state-of-the-art teaching facility featuring classroom and in-field workshop instruction. Established in 2009 by Stephen Oachs, the Academy is located in Campbell, California, in the Pruneyard Shopping Center. The Academy offers a fun, interactive environment for learning everything related to digital photography, providing the best hands-on instruction in the industry. The state-of-the-art facility has individual student workstations outfitted with the latest software and hardware for Mac and PC platforms. Professional, award-winning instructors guide students of any skill level from learning to shoot in the field to techniques for digital post-processing, in a relaxed, personalized environment. Also an event venue, the 4,000 square foot facility's open floor plan makes it perfectly suited for social receptions, business and fund-raising events, camera club meetings and much more. Visit <http://www.ApertureAcademy.com> or call (408) 369-8585 to learn more about the school, reserve the gallery, or to register for classes.

About Stephen W. Oachs

Stephen Oachs is an award-winning photographer, successful entrepreneur and technology veteran who began his journey in photography the moment he picked up his first camera. Stephen's unique and distinctive style has earned him recognition as one of today's finest nature photographers. He was recognized in 2007 as wildlife photographer of the year by the National Wildlife Federation and was awarded best nature photographer in 2008 by National Geographic for his work photographing the endangered snow leopard. In 2009, Stephen founded The Aperture Academy, a unique combination of fine art photography gallery and classroom.

His work has graced the pages of many notable worldwide publications, including National Geographic, Popular Photography, Outdoor Photographer, National Wildlife Magazine, among others. Stephen and his work have been profiled locally in Gentry Magazine, and The Mercury News, and he has made numerous appearances as a guest lecturer.

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