



DIVISION OF
CORPORATION FINANCE

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

February 21, 2012

Via Facsimile

Robert Heckes
Chief Executive Officer and Chief Financial Officer
Photoamigo, Inc.
924 Olive Street
Santa Barbara, CA 93101

Re: Photoamigo, Inc.
Form 10-K for the Fiscal Year Ended July 31, 2011
Filed December 8, 2011
File No. 000-54439

Dear Mr. Heckes:

We have completed our review of your filing. We remind you that our comments or changes to disclosure in response to our comments do not foreclose the Commission from taking any action with respect to the company or the filing and the company may not assert staff comments as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States. We urge all persons who are responsible for the accuracy and adequacy of the disclosure in the filing to be certain that the filing includes the information the Securities Exchange Act of 1934 and all applicable rules require.

Sincerely,

/s/ Kathleen Collins

Kathleen Collins
Accounting Branch Chief