



MemoryBox Calendars Key Messages As of June 15, 2008

- After the last present is opened and the bowl of eggnog finished, on Christmas night, one wants to be left with something more than an empty pile of torn gift wrap, a tired body and a stuffed belly! MemoryBox Calendars help you more fully appreciate, celebrate and savor the holiday season by allowing you to pause amidst the hustle and bustle, and celebrate the traditions and little moments that make the holidays truly meaningful.
- Creating a MemoryBox Calendar is a new and unique way for an entire family to countdown the days to Christmas, while also preserving and celebrating holiday family traditions and activities.
- MemoryBox Calendars are a fully personalized and affordable gift that no one has ever seen or received in the past.
- The Web site – www.memoryboxcalendars.com – provides step-by-step instructions, and in less than 60 minutes, you can create a personalized MemoryBox Calendar.
- The calendars are as fully customizable (or as turn-key) as you wish. You can fill in each of the 24 boxes with your own memories and traditions, or you can select from supplied options. The piece can be personalized by downloading pictures from your personal photo album, or you can use holiday photos from the Web site to help build your calendar. It is up to the user as to how creative they want to be!
- Greg Hill, a husband and father, created MemoryBox Calendars after he and his wife almost forgot to take their small daughter to visit Santa. He surprised his wife and daughter with a handmade countdown calendar the following year, and after receiving such positive feedback from others, decided to make them available for everyone via the Web site at www.memoryboxcalendars.com.
- MemoryBox Calendars retail for \$19.95.
- MemoryBox Calendars is launching in October 2008 with the 24-day holiday calendar. Starting in 2009, additional options and calendar layouts will be available.

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