

PRESS RELEASE

Loving greetings in a CEWE PHOTO BOOK

CeWe Color gift ideas for Valentine's Day

Oldenburg, 29 January 2010 - Valentine's Day is a day of emotion. A day of reflecting on special getting-to-know-you moments or on a holiday spent together. A personal CEWE PHOTO BOOK is the perfect gift for paging through memories together later on.

A unique presentation of those emotions

Flowers wilt, but a CEWE PHOTO BOOK lasts forever - and it is unique for communicating feelings. With the help of the user-friendly CeWe Color design software, anyone can create a unique token of love in a matter of minutes. After the software has been downloaded free of charge at www.cewe-fotobuch.de all that needs to be done is to select a file with the best photos, choose a suitable format and enter the number of pages - and off you go: in only a few minutes the software assistant will automatically choose photos according to criteria such as focus, contrast and motif similarity. If there are too many photos in the file, the assistant will automatically choose the best according to wishes that have been entered. Preference will, for example, be given to photos of a holiday spent together, a beach outing or a Majorcan sunset. The design proposal can be ordered as it is or personal texts, clipart images and frames can be added according to your own ideas.

Exquisite photo paper photo books

Photo books with photos developed on high-quality photo paper are special. Photos can be perfectly presented on perceivably thicker paper and in bright colours across two pages - no photo details are lost as the middle of the book opens out flat. This premium book is available in three formats: 30 x 30 cm, 28 x 21 cm and 21 x 21 cm.

Only a few clicks away

Once everything has been designed to your satisfaction, your personal gift will only be a few mouseclicks away. To order your photo book simply burn the data onto a CD and hand it in at your retail store or simply place your order online. In only a few working days your photo book will be ready for collection at the photo retailer of your choice. You may also have your gift delivered to your home. Those who haven't found a suitable gift yet should hurry up.

More information on CEWE PHOTO BOOKS and useful tips for designing a photo book are available at www.cewe-fotobuch.de.



Should you have any queries, please contact:

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About CeWe Color: Photo service company CeWe Color, with 13 highly technical production operations and a staff of around 2,700 employees in 24 European countries, is both market and technological leader. The company supplied around 2.6 billion photos, more than 2.6 million CEWE PHOTO BOOKS and photo gift articles to more than 50,000 retail partners in 2008. In 2008 turnover amounted to 420.0 million euros. CeWe Color is a "first mover" in the launch of new digital technologies, for example ordering digital photos in the Internet or with the help of order terminals (DigiFoto Makers) in retail stores. Sales of personalised CEWE PHOTO BOOKS are developing extremely well. In 1961, CeWe Color was founded by Senator h.c. Heinz Neumüller. The company went public under the leadership of Hubert Rothärmel in 1993. CeWe Color Holding AG is listed on the SDAX.