

### **Wonderful festive season**

#### **New formats and designs from CeWe Color for attractive photo greetings**

**Oldenburg 2 December – From now on everyone can send their photo greetings in the Advent and Christmas season in personalised photo products by CeWe Color. Heavenly Christmas greetings or an invitation to a roast goose dinner with friends and family – thanks to the large selection of different designs and formats every photo greeting card and every photo calendar produced by CeWe Color is turned into a beautiful message.**

#### **Brilliant, unique and in top form**

The new options for personalised photo greetings are attractive: amateur photographers can let their personal creative skills take over with the 60 new photo greeting designs and the three practical portrait formats (classic folding card, XL long fold and classic postcard). With the new portrait formats, any photo, no matter which format, can be personally presented. Fantastic sets of ten cards can also be ordered; up to ten different designs – classic, photo-realistic, vector, modern or funny can be personally designed here. This is why one order is enough to send those dear to you photo greetings for several occasions. This makes photo enthusiasts even more flexible and is also easy on their purses.

#### **Photo calendars for any occasion**

In addition to the XXL A3 and the A4 decorative wall calendar, the range includes kitchen and tabletop calendars. Those who wish to present their photos even more prominently will select the new wall calendar in an impressive DIN A2 format (60 x 40 cm). No matter which month is the starting month, friends and family will enjoy this individual Christmas gift for a full twelve months. The photo calendar can also be made with photos from the CeWe Color sample collection, for example with photos of each season or with photos showing a festive atmosphere. Personal Advent calendars in which the name of the person receiving the gift is put onto the individual motifs are also new to the range. A personal Advent calendar with a personal portrait is also a fantastic idea for a gift in anticipation of the Christmas season.

#### **Handicraft cards: a thing of the past**

The good news: all you need to create personal photo greetings is a laptop, PC, Internet connection and attractive digital photos. Simply download the free order software at [www.cewe.de](http://www.cewe.de), choose your photo calendar or your photo greeting card and your favourite design – and your personal message will have been created in only a few minutes. Decorative effects such as a sepia or negative look, shadow or frame functions and numerous new designs on themes such as the family, a holiday and love can be used to lend photo calendars a wonderful highlight. Once your photo calendar or photo greeting card has been designed, it can be ordered direct online. As an alternative, the data can be burned on a CD and handed in at your nearest photo retailer. After about five working days your personal photo calendar or photo greeting cards will be ready for collection at your retailer or they will be sent direct to your home.

More design tips and more information on the new formats and designs for photo greeting cards and photo calendars by CeWe Color are available at [www.cewe.de](http://www.cewe.de).



**Should you have any queries, please contact:**

**CeWe Color AG & Co. OHG**

Dr. Hella Hahm

Tel.: 0441 / 404 - 400 (Secretary - 234) or 0171 / 34 50 530

Fax: 0441 / 404 - 421

Email: [hella.hahm@cewecolor.de](mailto:hella.hahm@cewecolor.de)

Internet: [www.cewecolor.de](http://www.cewecolor.de) or [www.cewe-fotobuch.de](http://www.cewe-fotobuch.de)

**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 EUR 420.0 million. CeWe Color is "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.