

PRESS RELEASE



CeWe Color launches Disney shop for photo products

Fan articles for the major target group of children and teenagers

Oldenburg, 26 January 2010 - Europe's leading photofinishing service company CeWe Color is launching a product initiative for children and teenagers with its new Walt Disney shop. Many articles, ranging from wall calendars and breakfast mugs to photo greeting cards and notebooks, can be printed with personal pictures and the favourite figures of the children and youths from the world of Walt Disney.

A choice of altogether eight different products is available for decoration with illustrated cult figures such as Mickey Mouse, Winnie the Pooh and princesses in the Disney design. The little stars from the Disney High School Musical World or teenager star Hannah Montana will soon be among the kids' favourite motifs.

Disney-look children's rooms

In A3 and A4 formats, CeWe Color customers can design wall calendars with their own photos and Walt Disney stars such as Winnie the Pooh. Both formats have a spiral binding and a loop. Prices start at as little as EUR 19,98. Poster and canvas collages for children's rooms are also included in the range. Posters are developed on high-quality photo paper and personal photos for canvas collages are printed on linen cloth and mounted onto a wooden frame. Posters are available for as little as EUR 5.94 and photo canvases start at EUR 39.94.

Many fan articles for children and teenagers

In addition to wall decorations for children's rooms, CeWe Color also offers panorama mugs which start at as little as EUR 17.94. Note books in a 21 x 28 cm format (starting at EUR 19.94), mousepads (starting at EUR 12.74) and photo greeting cards in sets of 10 (starting at EUR 7.94) are also available. Everyone will find a design of their choice from the six Disney themes of Winnie the Pooh, Hannah Montana, Micky Maus & Co, High School Musical, Disney cars and Disney princesses.

Designing products and ordering them in the Disney shop is child's play: Customers can navigate direct from the www.cewe.de home page to the websites of CeWe Color retail partners. Simply select the Disney theme of your choice, keep the left mouse button pressed and place the best photos on photo greeting cards, calendars, notebooks, etc. (drag & drop function). A mouseclick is all it takes to place an order and in five to seven working days the product will be ready for collection at your nearest photo retail store or it can be delivered direct to your home.

More information about the new CeWe Color Disney shop is available at www.cewe.de, and everything you need to know about the CeWe Color Group can be found at www.cewecolor.de.



Wall calendar in a Winnie the Pooh design by CeWe Color



Favourite personal photos next to the Disney princesses



CeWe Color notebooks
in a personal favourite design

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

Internet: www.cewecolor.de oder 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 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.