



ANNA GRIFFIN

Incorporated

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Anna Griffin, Inc. Goes Digital with Scrapblog™
Anna Griffin to Offer Premium Digital Content via Partnership with Scrapblog

Craft & Hobby Association Show, Rosemont, IL July 2008 – Award-winning paper and crafts designer and paper personality, Anna Griffin, announced a partnership with Scrapblog, the first craft-on-the-Web service for creating and sharing scrapbooks online, at the summer CHA conference (Craft & Hobby Association).

Crafters of all ages and varieties will soon be able to incorporate Anna Griffin's timeless designs into their multimedia scrapbooks created at Scrapblog.com.

"With digital photography growing in popularity, it is only natural that the next big thing for scrapbooking and crafting be digital," said Anna Griffin, President of Anna Griffin, Inc. "We pride ourselves on innovation and trend setting, so for us, partnering with Scrapblog, a leader within the digital crafting community, to bring our papers and embellishments to the web just makes sense."

"The quality and elegance of Anna's creations has been an inspiration to us at Scrapblog since our beginnings," said Scrapblog Founder and CEO Carlos Garcia. "Offering Anna Griffin's designs is a major milestone for Scrapblog and for the growth of digital scrapbooking."

Enjoyed by both paper and digital scrapbookers, Scrapblog celebrated its one-year anniversary in April with more than 2.4 million Scrapblog pages. Using Scrapblog's easy-to-use, Web-based software, Digital scrapbooks created with Anna Griffin's content can be shared online with friends and family on Scrapblog.com, through email or social networks like MySpace and Facebook.

"Creating Scrapbook pages in minutes is the norm with this user-friendly application, and you don't have to deal with the mess," adds Griffin. "The days of downloading your digital photos to sit in a folder are over; say hello to technology that actually allows you to display those photos in a fun and creative way!"

Users will also be able to print their scrapblogs on high quality and fully personalized photo-books, greeting cards and calendars in August. Anna Griffin digital scrapbook designs will also be available at scrapbooking retailers via pre-paid cards that can be used on Scrapblogs service.

Anna Griffin's digital scrapbooking content will be available in Scrapblog in the coming months. Her designs have been featured in *CardMaker*, *For the Bride*, *Scrap and Stamp*, *Creating Keepsakes*, *Stationary Trends*, *Lucky Magazine*, *Better Homes and Gardens*, *Memory Makers* and *Scrapbooking & Beyond*.

Scrapblog's premier Web-based scrapbooking application will also be available via AnnaGriffin.com.

About Anna Griffin, Inc.

Anna Griffin made her mark in the wedding industry over a decade ago by developing one of the industry's first 'print it yourself' invitations with a custom look. Today, Anna Griffin is a recognized authority when it comes to translating exquisite patterns evocative of old world style into modern, mix and match designs.

Anna Griffin, Inc.'s signature collection includes invitations, social stationery, home office and decorative papers. In addition, there are currently over 1,000 Anna Griffin licensed products in partnership with famous American brand leaders such as Lenox, Department 56, C.R. Gibson, Windham Fabrics, Burnes Home Accents, Wallies, Envelopments and Sterling Publishing. Experience the world of Anna Griffin for yourself at www.annagriffin.com.

About Scrapblog, Inc.

Scrapblog is the leader in online scrapbooking and allows users to create, share online and print multimedia scrapbooks. The Scrapblog experience turns everyday people into artists who may express themselves online in unique and personalized ways. Users can aggregate their photos and videos from multiple online sources and mix them with music, audio, text and thousands of creative elements in an environment that is truly drag-and-drop-easy. Scrapblog, Inc. is privately held and based in Miami, Florida. For more information on Scrapblog and a quick tour, please visit <http://scrapblog.com/tour/tour.aspx>.

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