

FOR IMMEDIATE RELEASE

Cooliris Custom Cards Deliver Stunning Eco-Friendly Visual Greetings Just In Time for the Holidays

Support A Good Cause and Connect With Friends, Family, and Business Contacts With Free Digital Photo Cards

PALO ALTO, CA – December 3, 2009

News Facts

- Cooliris, innovator of the fastest and most stunning way to browse photos and videos from mobile devices or desktops, today announced that users can connect with family, friends, and business associates via free, personalized media-rich holiday cards built leveraging the Cooliris Wall.
- The process for building and sending Cooliris Holiday cards is very simple. Once users click on the holiday card [link](#) from Cooliris they can build a card in seconds.
- These immersive cards will display a panorama of images pulled from a user's Flickr or Picasa accounts. Users can choose from several themes, including four holiday themes and a growing number of non-profit themes.
- Cooliris is working with non-profit organizations to encourage awareness of some charitable causes this holiday season. Users can support a cause by selecting a special non-profit organization theme, such as the [Global Health Corps](#), that includes a donation link on the card.
- Once users choose a set of images and a theme, they can dynamically update their cards by simply adding photos to the chosen set on Flickr or Picasa, making it easy to keep their images up-to-date throughout the holiday season.
- Cooliris is expanding the ability to send a card outside email by also providing a unique link to the card that allows users to post their creations on websites, blogs, or social networks like Twitter and Facebook.
- Because the cards are digital they help preserve the environment and reduce a user's carbon footprint.

Supporting Quotes

- "In the current economic climate, we are thrilled to offer free holiday cards that are eco-chic and compelling," said Michele Turner, Executive Vice President, Products, Cooliris. "Unlike traditional holiday cards that do not encourage personalization and require valuable paper resources, Cooliris is providing an opportunity to incorporate multiple photos in beautiful digital cards that are good for the environment and stay fresh with new content throughout the entire holiday season."

Supporting Resources

- [Cooliris](#)
- [Build A Cooliris Holiday Card](#)
- [Holiday Card Demo Video](#)

About Cooliris

[Cooliris](#) was founded in January 2006 with a simple mantra: "Think beyond the browser." We focus on creating products that make discovering and enjoying the Web more exciting, efficient, and personal. Each of us is passionate about serving our users without compromise and seeing that our products deliver the best experience possible. Headquartered in Palo Alto, CA, Cooliris is backed by Kleiner Perkins Caufield & Byers, DAG Ventures, the Westly Group, and T-Ventures. For more information, please visit <http://www.cooliris.com/company/>.

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