

FOR IMMEDIATE RELEASE**Carlson Craft and LifePics Launch Robust, Social Product and Service for Weddings and Events**

July 22, 2013, Boulder, Colo. -- Carlson Craft and LifePics jointly announced today the launch of a new online service ([Carlson Craft Photo Boutique](#)) and mobile app ([Carlson Craft Wedding Pics](#)), both powered by [LifePics](#) and unique to the social stationery dealer space, that allows dealers who have a Carlson Craft Online Store the ability to offer a wide array of photo products and services online and is in alignment with a recent announcement by Carlson Craft's parent company, The Occasions Group, of their significant investment in technology, products and innovation to help their dealers renew their business. The Photo Boutique now includes photo books, photo canvas, photo calendars, and a wide assortment of photo gifts, as well as photo storage and editing software. In addition, the new Wedding Pics mobile app integrates with the Photo Boutique to allow users to share informal wedding photos taken on smart phones with the bride and groom, who can order prints or create photo products of the images.

"Many of our dealers currently provide services to their customers that focus on pre-event products," said Jenny Jandara, Marketing Manager at Carlson Craft. "Now they also have something to offer after the event to their customers, increasing the revenue potential with their current customer base and carrying on the message that life should be celebrated."

The new Photo Boutique and Wedding Pics mobile app are offered at no additional cost to Carlson Craft Dealers who have an Online Store, thereby adding a significant revenue opportunity within every event market. Dealers can offer the free mobile app to wedding couples and attendees. According to a recent study conducted by Strategic Toolbox, 55% of brides collect digital photos from their wedding guests, 53% create their own photo books through an online service, and 14% still use disposable cameras to get candid, informal wedding photos. The Carlson Craft Wedding Pics app applies directly to this market segment, providing a free, fun, and social way to collect and share wedding images, and drive revenue to Carlson Craft dealers through photo products made from the images taken by attendees.

"Today's world is all about connectivity, and with the launch of the Carlson Craft Photo Boutique and Wedding Pics mobile app, both powered by LifePics, we are seamlessly connecting consumers to their memories through the devices they use every day, while creating a brand new revenue stream for Carlson Craft dealers," said Paul Griffiths, Vice President of Marketing at LifePics. "This new and innovative product launch symbolizes how LifePics and partners like Carlson Craft are reinventing the photo industry, by merging advanced multi-platform technology with creative marketing strategies."