PRESS RELEASE

Get your Christmas-playlist as a postcard with MyPostcard and Universal Music Group

Universal is the largest major record label in the music industry; MyPostcard is leading the market amongst postcards providers, which you're able to send online using our app. What happens when these two brands start to collaborate? Correct – Music for your eyes.

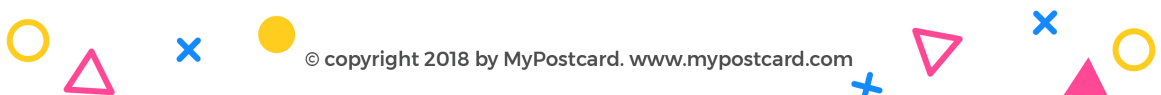## HOW TO GET THE BEST CHRISTMAS SONGS IN A UNIQUE PLAYLIST

This Monday, December 10th 2018, MyPostcard and Universal kick off their Christmas collaboration. On www.weihnachtsplaylist.de music friends, postcard enthusiasts and Christmas fans can create their own unique playlist by answering some Christmas trivia questions. The playlist can then be sent as a postcard to friends and families. There are ten different playlists available featuring Christmas songs from all kinds of genres. Whether it's Jazz, Swing, or Soul with Sinatra and Aretha Franklin, 'Schlager'-hits by Helene Fischer, classical music by Mozart and Bach, new songs from Ariana Grande or Evergreens by Ramones and Peal Jam – Whatever your taste desires.

YOUR PERFECT CHRISTMAS-PLAYLIST AS A POSTCARD USING MYPOSTCARD

In three easy steps, you will receive your songs as a Spotify playlist, which can be listened to using a browser, with or without Spotify account. Additionally, there is the possibility of sending a postcard to your loved ones, which features personal greetings on the back, and a Christmas motive with a scan code for Spotify on the front. This code can easily be scanned to redirect you to your playlist. As such, the receiver will have two gifts in one, he will receive a combination of a cool mixtape and a traditional postcard!

About MyPostcard
MyPostcard (the postcard of tomorrow) sends personal pictures from users' phones and computers as real, printed postcards everywhere in the world, all hassle free - we worry about shipping, printing, and posting. Our app can be downloaded in ten languages and provides more than 10,000 designs, the most designs offered worldwide. Oliver Kray, a designer, Serial-Entrepreneur, and CEO, founded

MyPostcard, which is based in Berlin, has an office in New York, and currently employs 25 people.

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