



PRESS RELEASE

Official Opening of the MyPostcard Design Store - Branded postcards as a powerful Marketing tool

The Evolution of Postcards

For 150 years the postcard has been an inherent part of mail. Postcards, once solely associated with travel, grew in popularity until people regularly sent postcards for vacation, holidays, and celebrations. Alongside the passage of time and the increase in usage, postcard technology steadily improved.

Today, there are fewer clique designs with faded colors and you don't need to search for a stamp or a post box forever. Using the MyPostcard App, your physical postcards, decked out with personal photos from your smartphone or one of over 10,000 MyPostcard designs, arrive in the recipient's mailbox - all minus the stress with endless ways of getting creative.

Now, MyPostcard extends a hassle-free experience to artists and brands through our Design Store.

A MyPostcard Profile: Like an Instagram Account for Postcard Designs

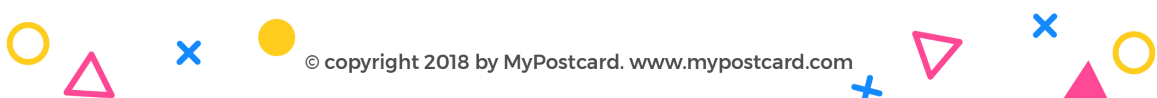
We are excited to announce the opening of the MyPostcard Design Store, where artists and brands can strengthen brand awareness in an organic way. Meanwhile, customers enjoy new, unique designs!

Here's how it works

Once you, an artist/company, contact us (<https://www.mypostcard.com/partner>), MyPostcard creates a profile page for you. This page displays your postcard designs, website address, and social media account links. Then, our 600,000+ users can access your designs through your profile or by browsing through our designs.

Why get involved?

Artists collaborating with us showcase their art to a new audience and connect with their current followers in a unique, personalized manner. They can also use their profile as a revenue source by earning a share of each card sold.





Companies strengthen brand awareness - our existing customers interact naturally with your company - and market positively. Brands may offer their designs for free or for a reduced price as a viral dialogue marketing tool, encouraging engagement. Every free card sent will pass through at least four hands and probably more, connecting your brand or company with fondness. Moreover, users love the idea of sending a postcard for free; that is where the connection comes in.

You're only one message away from requesting the creation of your personal design account. <https://www.mypostcard.com/partner>

Artist Kevin Hilbert on his enthusiasm for postcards and the new design store **What is your story?**

My book, published in 2009, that I am the coauthor of, *Large Letter Postcards: The Definitive Guide, 1930s to 1950s*, is a resource from anyone interested in how these popular type of postcards were made and some of the history behind them during this time period. There are also over 2,000 pictures of different large letter postcards with estimated values to help collectors know what is out there to collect and a general idea of how scarce a certain large letter is.

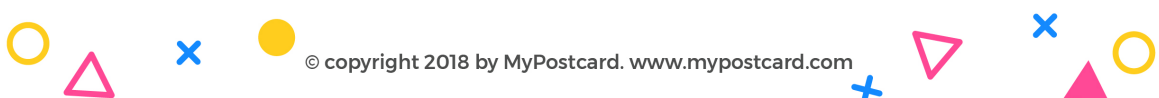
My website, largeletterpostcardsite.com, is a broader resource to include other types of large letter postcards not included in the book. There are states, countries, and manufacturers checklists to assist people looking for what is available out there to find in this genre of postcards. Most of these checklists I had to compile on my own with the input of other collectors making this website the only source available for many of these lists. Also on the website are some of the large letter postcards designs I have put together over the years in a created section.

Why do you love postcards?

I love the stand out graphical appeal, particularly the linen large letter postcards with exaggerated designs and colors made during the 1930s-1950s.

How did you become interested in postcards?

I had about 5 large letter linen postcards from an early age that my mother gave to me. These were my favorite postcards of my small collection. Around the year 2000, I came across a few more at an antique store that increased my interest knowing there was more out there to be found. Then a year later I found Ebay and started attending an occasional postcard show, which became game changers for me. I soon became obsessed over the next several years trying to get an ever increasing amount of subjects, from all of the large letter linen postcards of Arizona to all of the 1000 plus made by Curt Teich, the most prominent manufacturer of large letter postcards.





Today, my obsession has slowed down somewhat as I got almost of the large letter postcards I really want, but I am still adding cards at a slower pace and have the largest collection of large letter postcards in the world that I know of.

I first became interested in designing large letter postcards when I decided to make a postcard for Hawaii in 2007. Interestingly enough, Hawaii was the only state that a large letter linen postcard was never made for during the 1930s-1950s. After a long learning curve of using Photoshop I manage to print a few Hawaii large letter linen postcards. Since then my designing interests has broaden to other states, cities, and various other subjects.

What's your goal by using the Design Store?

The goal of my Design Store is to have a place for people to go who want a retro style large letter postcard look with a personal message and/or personal picture that can be done with the app or online.

How has using the Design Store helped you/your brand? / Did you get positive feedback on it?

The Design Store helps my brand by making it easy for people to send a retro style large letter postcard in a few clicks and minutes in a smartphone world. The people I have told about the Design Store thinks it looks great.

Where do you draw your inspiration from?

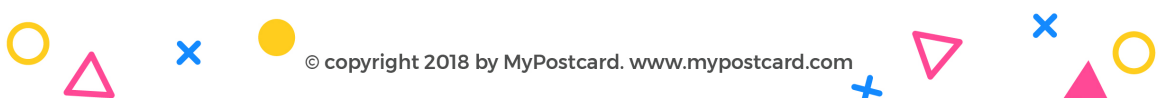
I draw most of my inspiration from the large letter linens made during the 1930s-1950s. I try to recreate the linen look with exaggerated colors to varying degrees depending on the subject.

Why do you like the postcard as a medium?

I like large letter postcards as a medium because it easy way for family and friends to send a short message from places they have been or sights they have seen to each other. These postcards more likely to be kept around over the years as a memory rather than other forms of communication that are quickly discarded and forgotten.

What does your postcard future look like?

MyPostcard future consists of adding even more to my ever expanding large letter postcard collection. It is getting harder and harder to find cards I need so it is always a great feeling to find one I have been looking for for a long time or have not seen before. I also plan on adding more content to my website and to the Design Store to give people a wider selection of retro style large letter postcard designs to choose from.





About Kevin Hilbert

Kevin Hilbert has the largest collection of large letter postcards in the world and is the coauthor of, *Large Letter Postcards: The Definitive Guide, 1930s to 1950s*. A resource for how these popular type of postcards were made and the history behind them. There are over 2000 pictures of different large letter postcards with estimated values to help collectors know what is out there to collect and a general idea of how scarce a certain large letter is. He also owns the website largeletterpostcardsite.com, a broader resource that includes other types of large letter postcards not included in the book. There are states, countries, and manufacturers checklists to assist people looking for what is available out there to find in this genre of postcards.

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.

For further information:

Maria Gomelskaia
MyPostcard.com GmbH
Hohenzollerndamm 3
10717 Berlin
Phone: +49 (0)30 - 403 64 54 25
maria@mypostcard.com
www.mypostcard.com

Henriette Herfeldt
Wilde & Partner
Franziskanerstraße 14
81669 München
Phone: +49 (0)89 -17 91 90 21
Fax: +49 (0)89 -17 91 90 99
henriette.herfeldt@wilde.de
www.wilde.de