



## PRESS RELEASE

# MYPOSTCARD X LOCAL GUIDES – EXCLUSIVE COOPERATION WITH GOOGLE MAPS

**MyPostcard and Google Maps are launching an exclusive collaboration for the Local Guides Community.**

The most popular online map service Google Maps trusts in its community when it comes to content. Their users can become Local Guides to share experiences about hotels, restaurants, sightseeing places and much more with a global community.

In return, Local Guides are rewarded for uploaded photos, valuable contributions, or reviews with credits, that help to advance to the next level. Starting at level 1, you can reach up to level 10. On their way up, Local Guides earn perks for certain milestones.

This is where MyPostcard comes into play: As one of Google Maps' exclusive incentive partners, you have now the chance to get a free postcard while improving the community value.

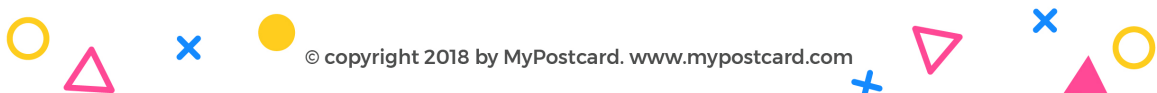
This way MyPostcard and Google Maps enable *Local Guides* to share their travel experiences digitally on Google Maps, as well as physically by sending a postcard with MyPostcard to friends and family anywhere in the world.

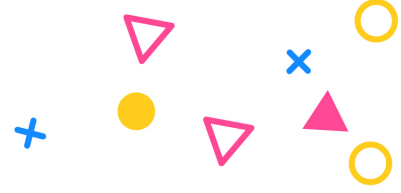
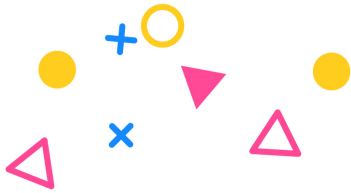
### **About MyPostcard**

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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