



PRESS RELEASE

Happy 95th Anniversary - MyPostcard and tonies® congratulate Winnie the Pooh with exclusive motifs

Berlin, 06.07.2021 - The world's most famous bear is turning 95 years old! MyPostcard uses this opportunity to release a unique selection of postcards together with tonies®.

Winnie the Pooh and his friends have been enriching the lives of children and families with stories about friendship and other wisdoms for 95 years. To mark the occasion, tonies® and MyPostcard are bringing out a special collection of postcards. Nineteen lovingly designed motifs are now available in the MyPostcard design store for your special greetings to loved ones.

Winnie the Pooh - A children's book hero celebrates his jubilee

Mascot, hero and poet - almost everyone knows the famous bear and his endearing advice for every situation in life. Ever since "Winnie the Pooh's" first adventure in 1926, the good-natured eponymous bear has brought joy to children. In the meantime, "Pooh the Bear," the direct translation of Alan Alexander Milne's work in German, has sold millions of copies and been published in numerous languages. This has been followed by feature films, animated series, picture book series, comic books and an extensive range of franchise articles. Since 2006, Winnie the Pooh has even had a star on the Hollywood Walk of Fame. Of course, this repertoire also includes a postcard collection. And when it comes to postcards, MyPostcard is just the right cooperation partner. The exclusive designs featuring the cuddly bear and his friends will be available in the MyPostcard design store from 05.07.2021.

And here's how easy it is to use:

Simply download the free MyPostcard app from the app store. After opening the app, navigate to the Winnie the Pooh profile in the design store. From here, you can select one of the many designs with audio quotes or of Winnie the Pooh and his friends. The postcard can then be easily customized with design options and a message. Finally, just add the recipient and send the postcard on its way. Sharing memories, sending vacation greetings and conjuring up smiles is made easy!

About tonies®

tonies® is the innovative and award-winning audio system for children aged three and up. The revolutionary system consists of the Toniebox player and matching audio figures - called Tonies - which, when paired with the Toniebox, start playing





audio content. There are currently 300 Tonies figures available, ranging from audiobooks to music, knowledge to entertainment (including top global licenses such as Frozen, Peppa Pig and Paw Patrol), as well as a digital audio library with additional content. The fast-growing company was founded in 2013 by Patric Faßbender and Marcus Stahl. Since the product launch in late 2016, Boxine has sold more than 2 million Tonieboxes and over 20 million Tonies. It is represented in Germany, Austria, Switzerland, the UK, Ireland and recently also in the USA and is planning further internationalization steps.

About MyPostcard

The postcard of tomorrow: MyPostcard is Germany's most successful postcard app, letting customers send their own photos as real printed postcards. The app is currently available in ten languages and is home to the world's largest collection of postcards for sale with more than 50,000 designs available. With the help of an international network of printing houses, MyPostcard takes care of printing and delivering the personalized postcards. Founder and CEO is Oliver Kray, a designer and serial entrepreneur. The company is headquartered in Berlin with an additional office in New York and currently employs 30 staff. It is ranked among the top 1000 fastest growing companies in Europe according to the Financial Times, even achieving place 19 in the ecommerce sector.

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