



PRESS RELEASE

"Every code wins" - MyPostcard is this year's partner of the Warsteiner bottle cap promotion

Berlin, 04.04.2022 - Starting in April 2022, MyPostcard is a partner of the Warsteiner brewery's big summer promotion "Every Code Wins". In accordance with the motto *summer, travel and vacations*, vouchers for personalized postcards from MyPostcard are among the prizes.

The popular brewery company Warsteiner is kicking off the summer season with an attractive giveaway. During the time from April to July 2022, prizes worth more than 84.2 million will be given away. Under each bottle cap of a Warsteiner bottle, there are promotional codes for over seven million wins. The popular postcard app MyPostcard offers Warsteiner customers the chance to win each one free A6 postcards. A MyPostcard prize allows users to send greetings they have created themselves and personalized with their own photos as real printed postcards across the globe. MyPostcard takes care of the printing, franking and worldwide shipping.

And this is how it works:

The "Every Code Wins" promotion is valid for any desired product within the Warsteiner assortment. The promotional bottles can be identified by the red banderole on the back and neck labels, as well as by the bottle caps marked with red indications. After purchase, consumers can enter the promotion code under the bottle cap on the [promotion homepage](#) and view their prize.

About Warsteiner

The Warsteiner Group is one of the leading private brewery companies in Germany and is represented in more than 50 countries around the world. The Warsteiner Group's portfolio ranges across a diverse spectrum: from regional to international, from entry-level price to premium. The brewery is now in its ninth generation of ownership and was founded in 1753. In addition to Warsteiner Brauerei, the group also includes Herforder Brauerei, Privatbrauerei Frankenheim, Paderborner Brauerei and a stake in König Ludwig Schloßbrauerei Kaltenberg. The group, which is headquartered in Warstein in the Sauerland region, underlines its competence in the food service sector with various of its own restaurant establishments.





About MyPostcard

MyPostcard is Germany's most successful postcard app and makes it possible to send personal photos as real printed postcards from anywhere via smartphone. With more than 50,000 designs, the company also has the world's largest range of postcards and offers audio and video cards in addition to postcards and greeting cards. MyPostcard takes charge of printing, and delivering the personalized postcards worldwide with the help of an international printing network. The company, based in Berlin and New York, was founded in 2014 by designer and serial entrepreneur Oliver Kray (CEO) and is now successfully operating in the e-commerce industry with over five million users. Today, 35 employees work at the company. MyPostcard supports various social projects worldwide, including Amnesty International, All-Out.org, Terre des Femmes and in the past the #FreeDeniz campaign in cooperation with N24 / Axel Springer.

MyPostcard has a prestigious list of partners, including Deutsche Post, Haribo, adidas, Google and TUI. In the Financial Times ranking, MyPostcard is one of the Top 1000 Fastest Growing Companies in Europe. In the e-commerce sector, the company ranks 19th in Europe. MyPostcard has won the gold Stevie Award in the Company of the Year category, as well as the coveted Licensing International Award. At the 8th annual 2021 International Best in Business Awards, MyPostcard also won the Gold Globe® in the category "Heightening Awareness and Publicity Campaign of the Year / COVID-19-related Information" for the campaign, "One Million Postcards #ForMeForUs." The MyPostcard app is available free of charge in the App Store (ranked 4.7 stars) and Play Store (ranked 4.3 stars). The app is currently available worldwide in ten languages.

For more information, please visit <http://www.mypostcard.com/>.

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