

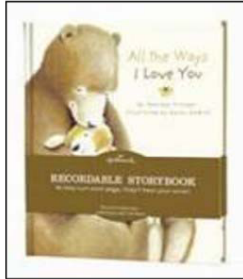
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Recordable Story Books

Hallmark does it again



Read your kids and grandchildren a story no matter where you are

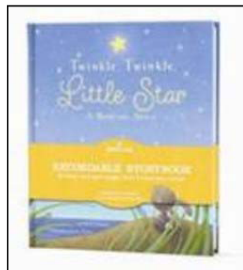
Whether you're a parent on a business trip or stuck at work, or you're a grandparent living interstate, you can now read a book to your favourite little ones no matter how far apart you are.

In an Australian first, Hallmark is releasing new Recordable Storybooks – beautifully illustrated hardcover books that allow parents, grandparents, family and friends to record themselves reading a story to their loved ones.

Every page of the Recordable Storybook is recorded separately so that it automatically knows which page the reader is on, even if the child flicks back and forwards.

There are no other books like it in Australia, and they are exclusive to Hallmark. Approximately half of children aged four to five are read to by their parents most nights of the week in Australia. It's something that we remember and treasure as we grow up - now families can continue this tradition, even when they can't be there.

The Australian launch of Recordable Storybooks follows their record-breaking debut in the USA, where word of mouth spread so quickly that over 450,000

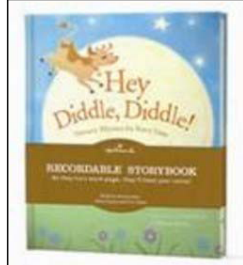


books sold out in only seven weeks – 13.5 times faster than an average book on the New York Times best seller list. Fifty percent of people that bought a book, bought two of them.

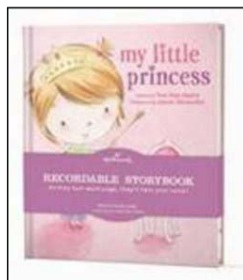
These are not your average books - you can personalise them, sing passages, record special introductory messages or even record over them in a different style. They are personalised keepsakes of your voice that can be kept for generations, with replaceable battery compartments ensuring their longevity.

The two titles released – All The Ways I Love You by Theresa Trinder and Twinkle, Twinkle, Little Star: A Bedtime Story by Scott Emmons; and two will be released in September - Hey Diddle Diddle! Nursery Rhymes for Story Time and My Little Princess by Tom Shay-Zapien.

The voice capture technology used in Recordable Storybooks is one of the many innovations that Hallmark is using to personalise their products and create strong emotional connections with their customers. Other recent releases include Recordable Cards, Song Cards, Light and Sound Cards and Personalised Cards which can be ordered online.



Available at Kmart, newsagencies and card & gift stores across Australia and online at www.hallmarkcards.com.au/recordable-storybooks. RRP \$34.99



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