



FACT SHEET

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About Ringo Baby Ringo Baby is a leading online source for distinctively stylish and sophisticated baby announcements and custom stationery products. Ringo Baby turns memories into art, capturing all the sweet details in a complete line of innovative and fresh stationery products. Ringo Baby's line of fully customizable birth announcements, holiday cards, party invitations and other correspondence combine classic details with contemporary touches that every style-savvy parent will appreciate. For more information visit: www.ringobaby.com.



Ringo Baby Backgrounder

About Ringo Baby

At Ringo Baby, preserving life's special moments is like turning memories into art. Ringo Baby's innovative line of stylish custom stationery products capture all the sweet details, while ensuring these little works of art become cherished keepsakes. Fresh and tasteful design, paired with unique product offerings, make Ringo Baby the stationery boutique that every style-savvy parent will appreciate.

Ringo Baby views every occasion as a special opportunity for finely-crafted keepsakes. Celebrate baby's arrival, showers, birthdays, and holidays with designs that are both playful and full of grace—perfect for framing baby's first photos or a child's contagious grin.

Ringo Baby Products

At Ringo Baby options abound with innovative design in mind. Ringo Baby's product line ranges from hip to sophisticated to playful, with a variety of useful products that move beyond the standard greeting card. Also offered are a selection of three paper types: shimmery pearl, satin matte, or textured linen. Charming full-color backside printing appears on all cards except magnets.

Fully customizable and coordinating favorites include:

- Birth Announcements
- Holiday Cards
- Baby Bookmarks and Holiday Bookmarks
- Tri-fold Birth Announcements and Holiday Cards
- Holiday Recipe Cards
- CD Cards and Magnet Announcements
- Shower Invitations
- Party Invitations
- Thank You Notes
- Return Address Labels
- Adhesive Gift Cards
- Perfect Party Packs (includes shower invitations, thank-you notes, CD cards/labels)
- Gift Certificates
- Pre-ordered Envelopes (address early before baby's birth)

Celebrate and Commemorate with a Twist

If traditional announcements aren't your thing, Ringo Baby offers one-of-a-kind keepsakes that are sure to surprise and delight family and friends:

- **Commemorative CD cards** with personalized CD labels have been a huge success for Ringo Baby. As unique birth announcements, holiday cards, or shower favors, these one-of-a-kind design packages offer a unique way to celebrate the special event by including personalized photos, sentiment and song list, along with a place to hold a CD of special celebrative songs.
- **Tri-fold Holiday Cards and Birth Announcements** are Ringo Baby's latest offering. This 5x5 folded card opens to an impressive 5x15 spread, making a big impact and allowing client's to share many photos with their loved ones.
- **Holiday Recipe Cards** are an exciting addition to Ringo Baby's Holiday line this year. A recipe may be included on the back of any Holiday Card, adding a clever, personal touch that loved ones will surely appreciate and hold onto beyond the holiday season. Clients may use their own favorite recipe, or borrow one from the Ringo Baby kitchen.
- **Magnetic Announcements** of the highest quality and beauty (silky soft!) offer a fresh way to post baby's picture front and center in the home of friends and family in an elegant 4.25x5.5 format. Any announcement design can be adapted into this fun keepsake.
- **Bookmark Announcements and Holiday Cards** offer an innovative and useful alternative to traditional cards. Photos and sentiment are printed onto a 2x7 inch bookmark; reading has never been so stylish!

Discover Ringo Baby Products

Ringo Baby's complete product line is available online at www.ringobaby.com. Customers place orders via the website, and do not make a payment until they approve their proof. Once an order is placed, customers can expect a proof in 24-48 hours. Once the proof is approved the order ships within three business days. Ringo Baby is dedicated to complete customer satisfaction and to offering only the highest quality products. Ringo Baby is based in Portland, Oregon and offers their services worldwide.

What Others Are Saying About Ringo Baby

"The holiday cards, the thank you's, the CD labels... everything turned out perfectly!! We're so pleased with our order -- they just look terrific. Can't thank you enough! And I've gotten so many compliments on the birth announcements too. I'm hoping we can work with you again! Wishing you all the very best this holiday season."

~ PI (Steve, Carson & Rocket too)

"I just received my cd covers today! They are so stunning!! They're absolutely perfect and I can't wait for the other shower hostesses to see them (who knew I could get so excited about a shower favor, eh?!) Anyway, everything is a surprise for the mom-to-be (she knows no details about anything we've planned) and she is going to love this, because it has some of her and her husband's favorite songs on it. So anyway, thank you again for such great work and quick turnaround." ~ Carla E.

"Thank you again for the great job that you did on my holiday cards. I think they came out great and I continue to get compliments on them. I can't say enough about the service you provided. You were so easy to work with, very helpful, and patient. I was under a short deadline and you came through. I really appreciated all of the time you spent with me. I will definitely recommend you to all of my friends. Thanks again." ~ Lori S.

"Thank you SO much for your hard work and quick turnaround. I was thoroughly impressed by your work and truly appreciate your assistance in creating the perfect invites for my girlfriend, and helping make her shower so special. I look forward to working with you again in the future. Thanks again for sharing your creativity with me!" ~ Allison B.

"Just wanted to let you know {the cards} arrived tonite and I just LOVE, LOVE, LOVE them! I am so excited to send them out to everyone! Once again, Thank-you! You will be hearing from me again! Have a great Holiday!!" ~ Tamara S.

"Ringo Baby did a fabulous job on our baby announcements. Service was extremely personal - from helping pick designs and photos to adjusting colors to make a perfect announcement. We had no free time after the baby was born and we Ringo Baby made it easy." ~ Darren Yee

"We got the cards yesterday and we LOVE them! You did a great job and everything looks lovely. I am very excited to send them out and even more excited that it took such little effort and cost!!!! I will be sure to spread the word, you have a great company." ~ Alison, Philip and Wil!

"The cards arrived yesterday & I absolutely love them! It's been great working with you - your service was impeccable. I'll sing your praises to everyone I know & hopefully send some business your way. Happy Holidays!" ~ Taya T.

"Thank you for the beautiful job you did on my girls' announcements. I have had so many compliments. Even my OB/GYN loved them! You will be working with my family again and again." ~ Maria L.

"Thank you so much for my beautiful invites! And thank you also for being so quick! You are wonderful! Can't wait to order my baby announcements." ~ Jessica H.

"The announcements arrived and they look great. Thank you so much. I will definitely spread the word about ringobaby!" ~ Carrie C.

"The order is beautiful!!! I've had so many compliments and I just started delivering the cd's this morning! They're fabulous and I'm very very happy with how great they turned out! Thanks again!" ~ Noel J.

"We absolutely LOVED our Ringo Baby Christmas card and received so many compliments on the card's design. We really appreciated Kristen's help with creating our card and making it an original! Thank you!" ~ Kate M.

"We got the announcements- beautiful! Thanks so much for making them happen!" ~ Erin P.



Ringo Baby Bio



Meet Ringo Baby Founder, Owner, Artist: Kristen Ringo

Born and raised in Seattle, Kristen Ringo's business degree from the University of Washington set the foundation for this future business owner. A successful career as a retail buyer and financial planner (Bon Marche Department Stores and Nike) fed Ringo's passion for business, but not her creative spirit. In 2000, Ringo and her husband fulfilled a shared dream when they sold their house, grabbed a pair of backpacks, and traveled around the world. The seven month adventure included skydiving in New Zealand, boarding with a hill tribe family in Thailand, trekking the Himalayas, and wandering the famous markets of Morocco. The trip brought endless inspiration with art, color and beauty at every turn. Their last stop was Madrid, from where they unknowingly brought home a precious souvenir—their first "Ringo baby," Tanner.

After the arrival of their second son, Ringo decided to combine motherhood with her business expertise and love of art and design. Before long a mamapreneur was born, as was a successful business. Ringo was inspired by the intense wonder of bringing a child into the world, and fueled by a worldly passion for art and style. Ringo Baby celebrates this wonder and passion with other parents, using an interactive process to create unique stationery products which document life's extraordinary moments—affordably and with style.

Ringo has a natural design talent that resonates with today's hippest new mamas. Always committed to fresh design, Ringo is equally committed to offering top quality customer service. The proofing process doesn't end until complete satisfaction is achieved, with orders shipped in just days.

Ringo Baby products reflect simple sophistication. With dedication to perfecting each custom order, Ringo says, "having a baby is a wonderful, crazy, and amazing time in life. I feel honored to make it a little easier for other parents and hopefully just a little more special."



For Immediate Release

Spread Holiday Cheer with Re-Usable Greeting Cards from Ringo Baby

*CD Cards, Bookmarks, and Recipe Cards
Transform Holiday Greetings into Lasting Gifts*

(Portland, OR—October 16, 2008) -- Fully-customizable holiday cards are a must for families in today's hip and sophisticated market. But Ringo Baby has broadened the focus this year to include function and sustainability, taking design originality one step further. Besides offering stylish and fresh greeting card designs, Ringo Baby's 2008 Holiday Collection includes innovative products that can be used throughout the year, long after their obligatory stint on the mantel ends.

CD Holiday Cards. Ringo Baby offers one-of-a-kind Holiday CD Cards for sharing a favorite holiday music mix or a CD slideshow of the year's highlights. Clients create the CD's while Ringo Baby takes care of the rest. Photos and greetings are customized onto a folded card, and the song or content list is added to the inside left. A CD hub is fixed firmly to the insight right for securing the CD. Lastly, a coordinating CD label adds the finishing touch. Never substance over style, these cool, functional cards always maintain the highest design standards as well.

Holiday Recipe Cards. New for 2008, customers can include a recipe on the back of any Holiday Card Design with Ringo Baby's clever Recipe Cards. Clients may provide their own favorite recipe, or borrow one from the Ringo Baby kitchen. A great way to share a favorite family recipe while giving the greeting a personal touch. Friends and family will smile at those sweet photos every time they make the special treat, and this is one greeting card that won't get tossed once the New Year arrives.

Holiday Bookmarks. Another fun and functional way to spread holiday cheer this year is Ringo Baby's Holiday Bookmark. Photos and greeting are printed onto a 2 x 7 inch bookmark, so recipients can think fondly of the sender every time they curl up with their favorite book.

Tri-Fold Holiday Cards. Ringo Baby's new Tri-Fold Cards are another great way to connect. This elaborate creation is a 5 x 5 card that unfolds into a 3-panel (6-panels

total, both sides) 15 x 5 inch masterpiece. This allows for numerous photos to make a major impact. Now who could bear to throw away such a thing of beauty?

Ringo Baby founder and designer, Kristen Ringo, knows that this holiday season will be challenging for many families. She says, "People want to connect with loved ones during this time of year, but buying gifts for everyone they care about is often an unattainable goal. Our new collection keeps that in mind, acting as both greeting and gift."

Trends reflect that families strongly prefer the personal touch of hand-mailed cards over the e-cards that were popular earlier in the decade. However, in this eco-conscious society, the idea of a re-usable greeting is appealing. Ringo focused on this fact when creating Ringo Baby's 2008 holiday line, and her inventive alternatives to traditional holiday cards were the winning result.

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