

**My Books Photo at:** <http://www.thomas-pr.com/136/photos/pelemanmybooks.html>

**My Books (cover) at:** <http://www.thomas-pr.com/136/photos/pelemanmybookscover.html>

**Release at:** <http://www.thomas-pr.com/pressreleases/pelemanmybookpmarelease.html>

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## **PMA Booth #R156**

### **PELEMAN INDUSTRIES**

#### **PELEMAN INDUSTRIES INTRODUCES MYBOOK PHOTOBOOK KIT -- Makes Instant Photo Albums at Home, Office, Kiosk or at the Photo Lab**

February 1, 2007, NY, NY – **Peleman Industries** (<http://www.mybookcompany.com>), the leading binding, laminating, and presentation system company, announced today that it is launching the new **MyBook Photo Book Kit** easy photo album creation kit for consumers at **the Photo Marketing Association Expo (PMA)**, held March 8-11, 2007 in Las Vegas. MyBook Photo Book Kit allows anyone with a digital camera and a printer a simple, cost-effective way to create professional quality photo books **at home** for friends and family. In addition to photos, MyBook Photo Book Kit can also bind other materials into traditional hard-cover bound books for quick reports, presentations, and proposals.

#### **What Do You Do with All those Digital Photos on Your Computer?**

MyBook Photo Book Kit is an excellent solution to a problem many consumers have – what to do with all those digital photos on their computers. MyBook Photo Book Kit makes instant hard-cover 8 ½” x 11” personalized photo albums. There is no need to upload photos to an external website and wait weeks for delivery, and the easy binding method does not require equipment or messy glue. To use, a consumer simply prints out the pages, attaches the included coversheets, and removes the adhesive strips. The final product is a beautiful customized hardcover keepsake.

#### **Even Children Can Create Photo Albums with My Books**

MyBook Photo Book Kit is so easy to use that even children will be able to enjoy making photo albums for friends, parents, and teachers. The hardbound books protect and preserve memories for all to cherish. Since the albums are sealed without a heating unit or messy glue, the albums are safe for kids to use. The book’s finished quality is very similar to that of a professional quality album, but for a fraction of the cost. MyBook Photo Book Kit finally provides everyone with an easy, low cost method to professionally share their digital images, anytime.

“MyBook Photo Book Kit is a perfect fit for retail photo labs, kiosks, professional and amateur photographers, scrapbookers, and all others who want to share their photos. When finished, our customers are amazed over the professional look and feel and the simplicity of the assembly,” said Rusty Redecker, Marketing Director, Peleman Industries Inc. “People are looking for a cost-effective and elegant way to display and share their digital photos that have remained on their computers and MyBook Photo Book Kit offers that solution, at a price that is affordable for all. Coupled with a simple software program, the package can be used with ease.”

MyBook Photo Book Kit includes 1 book with a window cut, 2 end sheets, and photo book layout software for under **\$20.00**. **The product will be available in Q2 2007 through major retailers.** For more information, see the website: <http://www.mybookcompany.com>.