



# PRESS RELEASE

## **UltraPRO INKS LICENSING AGREEMENT WITH LIFE MAGAZINE**

### ***New Scrapbooking and Media Holders to Feature Classic LIFE Photographs***

San Jose, CA – March 17, 2005

UltraPRO, leaders in development storage products, have entered into a licensing agreement with LIFE, America's Weekend Magazine, to produce scrapbooking and media storage products with classic LIFE themes.

"We are very excited about the LIFE agreement," says Mary Sarandon, Senior Vice President of UltraPRO, "and we understand that LIFE's current offerings (frames, photo albums) in retailers have been very successful. We have had much success with our other licensed product. The LIFE line will be a natural complement to our family of products."

The LIFE-branded products by UltraPRO will include 12x12 and 8x 8 scrapbooking albums, postbound, ringed, and printed paper-covered albums with stickers. UltraPRO will also produce media holders for both CD and DVD. All products will be themed and include some of LIFE's classic photographs.

LIFE recently relaunched as America's first weekend magazine, reaching 25 million readers each Friday in the nation's leading newspapers.

"LIFE is all about helping families make the most of their weekends – from reconnecting with friends, to unplugging from work and pursuing their favorite pastimes. We're especially thrilled to have LIFE become part of one of America's fastest growing passions. It is a perfect fit," said LIFE President Andrew Blau.

"We will apply LIFE's iconic graphic treatments to our scrapbooking products," says David Chodosh, Senior Product Manager. "UltraPRO has a tradition of being a pioneer in the industry. The LIFE product line will continue our trend of innovative development."

"The LIFE product line will be available in Q2 and Q3 of 2005," says Sarandon. "Though we have been a mainstay in the collectible industry for over 30 years, the new line will introduce UltraPRO to consumers who may not be familiar with our brand."

For more information about the LIFE product line or any other UltraPRO products, call 800-621-9495.

UltraPRO is world-renowned as the leader in collectible storage and protection and was the first to launch a High Clarity Polypropylene page into the collectible industry. The UltraPRO page, which has become an industry standard, was the first offered that was archival safe with no PVC, plasticizers, or chemicals that could harm irreplaceable photos.

LIFE Magazine is the perfect fit for weekend-bound Americans, helping millions transition from work to life every Friday. LIFE inspires us to make the most of the weekend — the two days when we embrace life by reconnecting with family and friends, and by taking the time to do the things we love to do.

Through vibrant writing, heartwarming stories and breathtaking photography, LIFE offers an intimate look at the personalities, places and images that shape our culture. LIFE arrives every weekend in more than 75 newspapers nationwide. The LIFE website can be accessed at [www.life.com](http://www.life.com).

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