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Press Release

Make It About Me! introduces first in a line of personalized photographic children's books

Innovative technology makes child the star of exciting travel adventures

New York January 31, 2005 -- The Amazing Alphabet Adventures Book by Make It About Me! puts a child right into the heart of its fun exploration. Parents simply upload a digital picture or mail a photograph and in 10 days they receive a full color hardcover book starring their child. Every aspect of the book is personalized, including the color cover, the dedication page, and more than 50 pages of high quality photographic scenes and text.

Through a proprietary process each personalized book seamlessly blends a child's full face photograph into action-packed scenes like white water kayaking or hot-air ballooning in exotic locations such as the Himalayas, South Pacific, Africa, or outer space. In addition to the child's image, pages are personalized with individualized text and added touches such as spelling their name out across a starry sky. The Amazing Alphabet Adventures Book measures 9.5" x 8.75" and is priced at only \$29.95. Professionally-bound books are purchased directly at www.makeitaboutme.com or through its growing network of sales affiliates.

Children and parents alike will delight in seeing the child on each page. Produced by a team of creative and educational experts, the book motivates children to explore their world while developing fundamental learning skills. Gift certificates are also available, making it easy to celebrate a birthday or other special event with a unique keepsake for the child, family and friends. Subsequent titles will

include adventures with numbers, shapes and colors, and journeys to various parts of the globe, all with an emphasis on educational development as well as environmental and cultural awareness.

For more information, contact James McCreery at 212-475-3100 or Michael Anthony at 973-770-9320 via email at info@makeitaboutme.com Make It About Me! is a division of CustomAbility LLC, New York, NY. 10003.

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Backgrounder

A children’s educational tool begins life as business technology.

“We wanted to go far beyond the current state of personalized children’s books,” said company co-founder Jim McCreery, “that is why we use technology we developed for business to business communications. It allows us to tailor virtually anything anywhere on the page based on individual data, such as home town, birth dates and the like.” McCreery and co-founder, Michael Anthony, recognized that their proprietary technology offered an opportunity to bring personalized books to a fast growing market at very competitive prices. “Frankly, our one-of-a-kind books are only a few dollars more than mass-produced books. And each one is unique to the individual child. What a great way to expand a child’s learning experience and personalize their imagination,” said Anthony.

The impetus for the books was fueled by the birth of McCreery’s first child in the summer of 2002. Like most parents, Jim and his wife, Peggy purchased or received many books as their daughter grew. McCreery and Anthony began exploring how their personalization technology could provide the needed foundation. After more than a year in development, the process was refined to the point that a photographic image can be automatically scaled, sized and positioned on the page so it appears integral to the original photograph along with accompanying accessories such as hats or sports gear. Complimenting the automatic image manipulation is a similar process that incorporates personalized information into the text.

To ensure the uniqueness of its personalized children’s book line, McCreery and Anthony devised a concept that would combine multiple photographic elements into a single image. “We know you may never see five tigers sitting atop a railroad car, but we wanted to add a touch of whimsy to delight our



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readers,” said McCreery. Anthony and McCreery sought out creative associates and education professionals who shared their passion for travel, outdoor activities, photography, and sound parenting to form the nucleus of their development team. The goal was to create personalized books that are both entertaining and educational. McCreery didn’t need to look far for an elementary education expert to bring on board. His mother, Marianne McCreery, who, with a life long career as a reading teacher, elementary educator and elementary school principal said, “Anytime you engage the child in a special way like this book does, there is a much stronger likelihood the child will stay motivated.”

One of the early team members, McCreery’s wife, Peggy Franck remarked, “Parents are always looking for new and exciting ways to make learning fun for children. When our daughter sees her face on the page, she lights up. Keeping her interested has never been easier.”

The Amazing Alphabet Adventures Book is the first of a line planned for rapid expansion. “We will use the same technology to produce companion books that teach counting, colors and shapes and let a child explore our planet right from their own room. We are also looking at how we can enable the individual to tailor the storyline and add other personalities such as family or friends. The possibilities are unlimited,” said Anthony.

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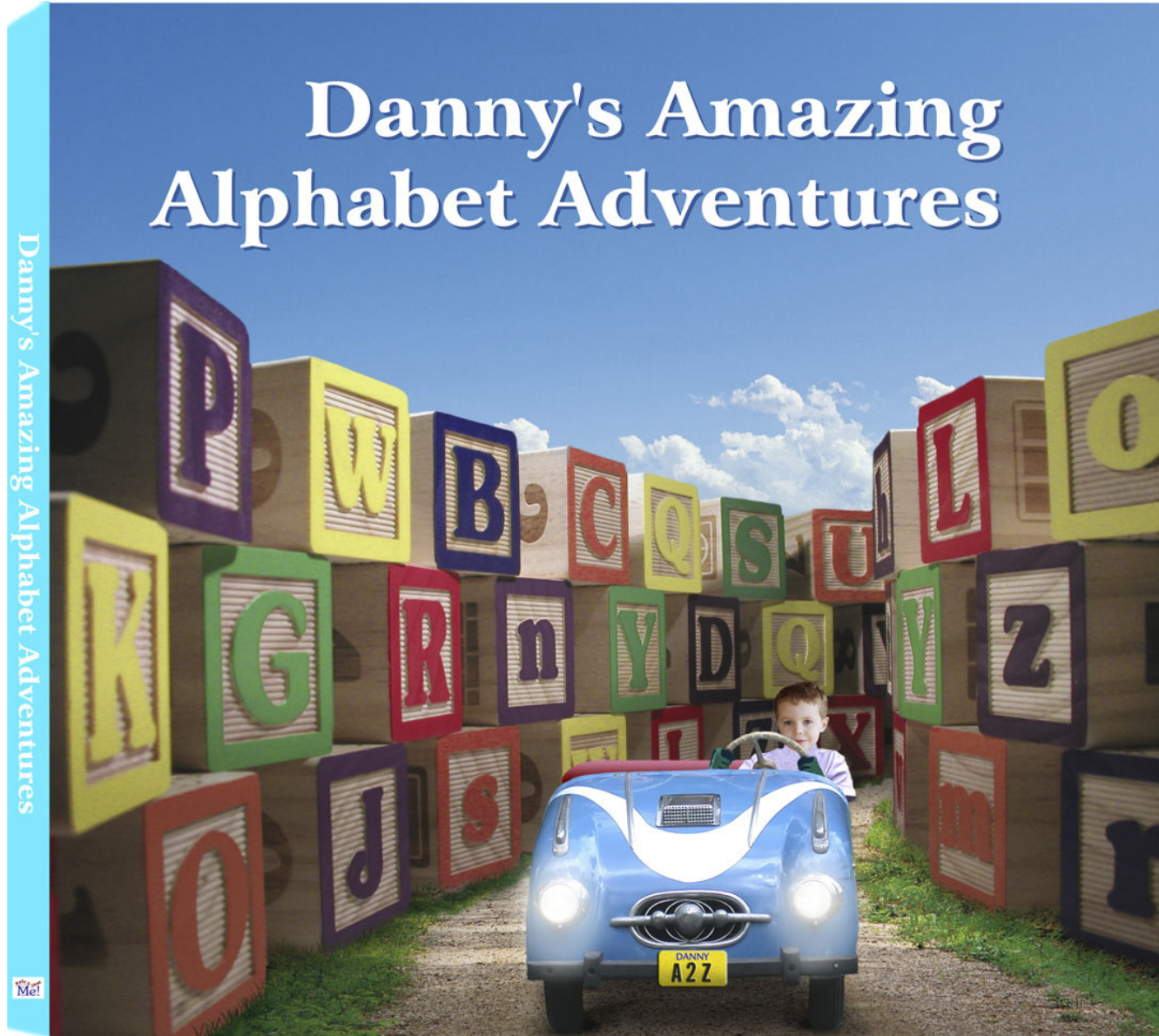
Michael Anthony

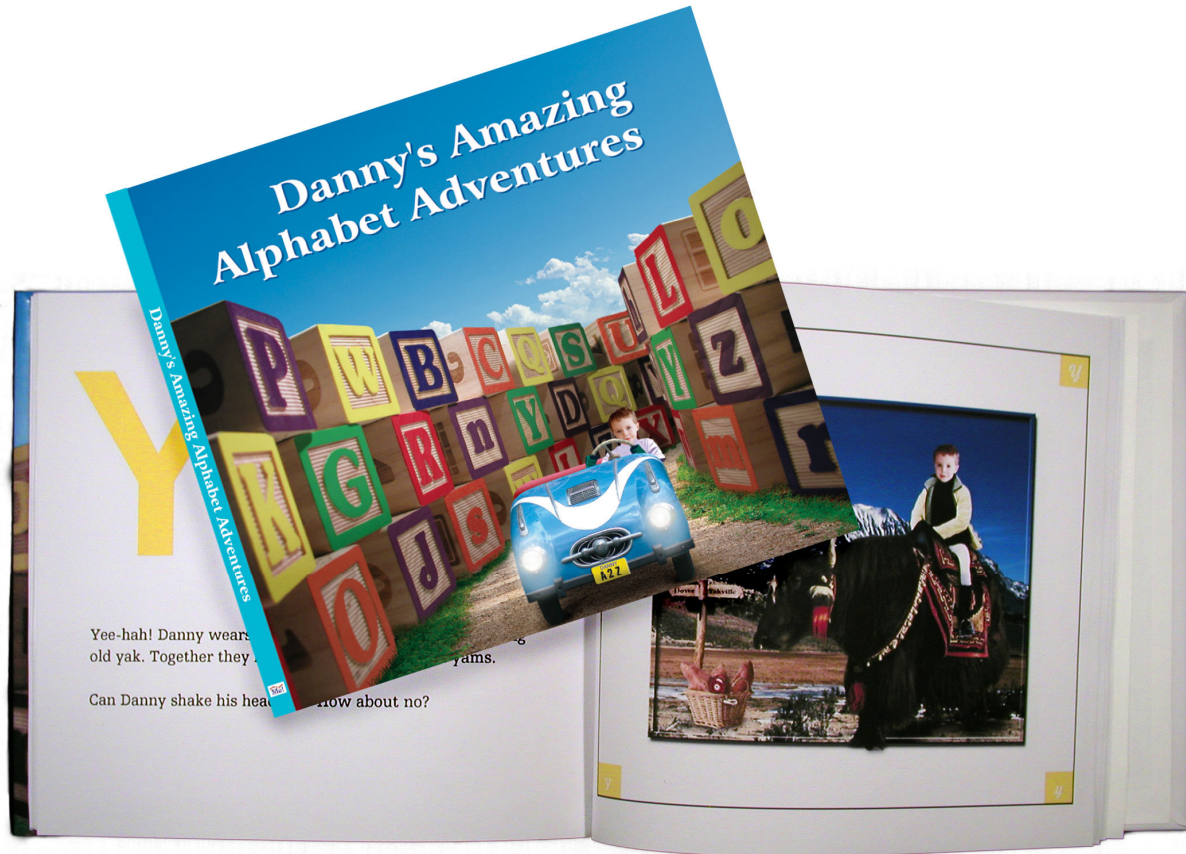
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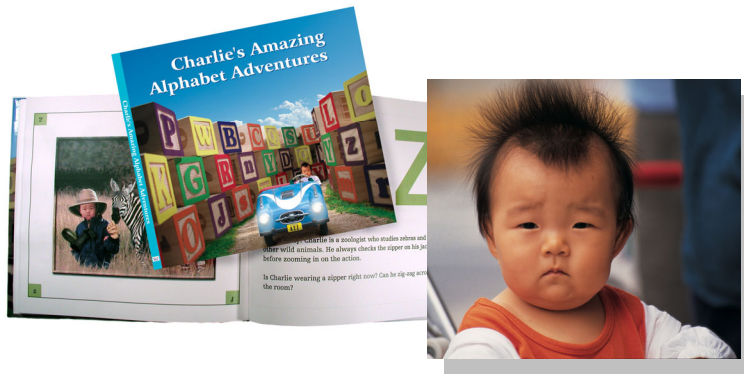


The Amazing Alphabet Adventures Book makes the child the star from the full color hardcover through every exciting scene. The child is transported to the deep blue waters of the South Pacific, the wide Serengeti plains, into the heart of a South American jungle and even outer space where the stars spell out their name.

Help a child learn to love reading with his or her very own Amazing Alphabet Adventures Book.

Amazing Alphabet Adventures Book Samples

Just tell us which one you would like or send us a photo and we'll create one just for you.



Charlie



Stacy



Maria



Danny