

FOR IMMEDIATE RELEASE
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**SAME-DIFFERENCES' SHOWING OFF WHAT'S NEW AND WHAT'S NOW IN
SCRAPBOOKING AT THE 2006 ANNUAL CRAFT AND HOBBY
ASSOCIATION SHOW**

**Booth 866 to showcase unique hot-off-the-presses scrapbooking products
that celebrate the diversity of people and life**

Fresh from her successful appearance as part of the DIY Network's "Croppin USA" scrapbooking marathon, Kim Luty is looking forward to this year's annual Craft and Hobby Association Show. "DIY gave me a chance to connect with a whole new audience," she says, "And I've got a whole new series of scrapbooking accessories that will knock their socks off."

Luty's enthusiasm for the latest additions to her Same-Differences product line is obvious...and understandable. She will be introducing dozens of transparencies, patterned papers, and rub-ons that celebrate today's world..."a world of diversity and differences, but most of all a world of common threads."

What's New

Thinking outside the "box" of traditional scrapbooking transparencies, Luty's "Straight to the Point" collection consists of unique sayings that can be used as accent pieces in traditional scrapbook layouts. "They're also perfect as elements in greeting cards and other paper crafting projects," Luty adds.

Grouped under headings such as "Cats Rule," "Dogs Rule," and "Passing Years," **Straight to the Point Transparencies** are packed with 5 sayings in assorted colors. "There's plenty of room for creativity and fun," says Luty, referring to phrases like "My Fat Lazy Well-Loved House Cat" and "Grey Hair Equals Experience Meter."

What's Now

The company's **Straight to the Point** rubons are "very 21st Century," says Luty. A wide range of sentiments, from inspirational to warm-and-fuzzy to what Luty calls "slightly left of center," have been grouped in categories including "Perspectives," "Peopole We Love," and "Uniquely Me."

The rubons include both phrases and whimsical images. "They're a bit off the wall," admits Luty with a grin. "Kind of like me."

What's Left

Rounding out the trio of what Luty refers to as her "new kids on the scrapbooking block," is an extraordinary collection of **patterned paper**. "Each paper coordinates with at least one of the sticker lines - the designs were based on the photo corner stickers incorporated into our stickers sheets.

For fans of the company's original "Everyday Stickers," "Everyday Phrases," and the "Ready for You" paper kits, Luty promises, "We'll have all the old favorites and some new updates, too, to keep things fresh."

The Differences That Make Us The Same

Luty's products distinguish themselves from other scrapbooking offerings with an unusual attitude towards the dissimilarities that define people. "Same-Differences presents images of a broad spectrum of ages, abilities, colors, ethnicities, and physical attributes," observes Luty. "And we show them working together, playing together, and living together just the way they do in real life," she says proudly.

"Be sure to stop by Booth 866 at the CHA Show," she says. "Scrapbooking has never looked better!"

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