

Hi there...

We're very excited to introduce you to RealMemories.com - a cool new website that makes custom framing from your digital photos easy, fun and affordable.

We hope that in a small, but profound way, we'll also help people bring a little bit of joy into their lives. There's something so meaningful about receiving a gift that has been created especially for you by someone you care about.

Please give RealMemories.com a try. If you enjoy your experience, we hope you'll share our site with your friends and family and help us spread the word about RealMemories.

We'd love to hear your comments or suggestions about our frames or our site, so please drop us an email at [press@realmemories.com](mailto:press@realmemories.com).

Thank you!

Eric & Kimberly  
Eric Haggard & Kimberly Rock, Co-Founders

# RealMemories.com About Us

**At RealMemories.com, we're dedicated to helping you turn your digital photos into a custom frame that is personalized and made-by-hand just for you. Our goal is to encourage creativity through our exclusive Make Your Frame Tool, and to provide a level of quality, convenience, personalization and cost savings not available anywhere else.**

## **Convenient**

Real Memories simplifies the traditional framing process by combining high quality digital photo printing and custom framing. You can upload a digital photo, choose a frame, personalize a mat and see your entire creation before buying it (even hanging it on a virtual wall to match your home or office). Our frames cost less and deliver faster than a traditional frame shop, allowing you to custom frame your photos without ever leaving home.

## **Easy-to-use/Easy to share**

The latest online technology and a simple, intuitive design make the Real Memories site easy to navigate and use. You can create your own custom frame and personalize it with a caption – in less than 5 minutes. Plus, the "My Address Book" feature allows you to save multiple addresses so that you can send gifts to as many friends & family as you like with just a few clicks.

## **Customized & Personalized**

Gone are the days of the standard 4"x 6", 5"x7" or 8"x10" frame! Real Memories provides an extensive choice of custom frame sizes, shapes and mat configurations as well as digital photo editing for enlarging, cropping and photo enhancement. You can also beautifully emboss any mat with a personal message to mark a special occasion, enhance a memory or create a truly meaningful gift. All this gives you the ability to own a frame that is uniquely yours.

## **High Quality at a Reasonable Price**

A Real Memories frame is made using the finest materials from around the world, built by hand in America and made-to-order with archival mats and museum quality glass - all for a surprisingly reasonable price.

## **Creative & Fun**

We've designed the Real Memories experience to be a fun, easy way to express your creative genius. We hope that you'll come to experiment and explore, ultimately designing a framed photograph or group of photos that captures the warmth of the original moment for you. Whether it's your wedding, new baby, vacation, reunion or just a collection of great snapshots, a Real Memories custom frame allows you to preserve these memories for yourself, share your creations with family and friends, and beautifully incorporate them into any decor.

## **The Real Memories Happiness Guarantee & Loyalty Points**

We want to make sure you are happy. We want to see you again. And we want you to tell all your friends about us. To that end, we've developed two customer incentive programs. If for any reason, you are not happy with your custom frame purchase, we will credit your Real Memories account for the full cost of your frame (good for credit only/not cash/excluding shipping). Who ever heard of that for personalized custom orders? Also, we'll give you 10% in Loyalty Points back on EVERY purchase (excluding tax & shipping) that you can use toward the purchase of your next frame!

## **Company Founders**

Real Memories was founded by Eric Haggard & Kimberly Rock, a former NYC graphic design firm owner and former advertising executive who now live in a restored farmhouse in rural NW Connecticut with their two daughters, Jessy, 5 and Jordan, 3. Since 1997, Eric & Kimberly have also owned Pulp Paper Products, Inc., a successful wholesale and retail manufacturer of high-end photo related products sold online and in stores nationwide. Our design philosophy has always been to develop elegant, artful, and affordable products using the highest quality materials possible. We are always striving for innovation, improvement and customer satisfaction and welcome your feedback and input: [founders@realmemories.com](mailto:founders@realmemories.com).

## **Our Sister Site**

Please visit our sister site, [pulpproducts.com](http://pulpproducts.com), home of beautiful handmade fabric covered scrapbooks, photo albums, frames, journals, and memory boards as well as an elegant selection of framed corkboards

# RealMemories.com Home Page

**It's as easy as 1-2-3!**

Simple and clear instructions show you just how easy it is to use RealMemories.com.

**My Account:**

Click here to see all the frames you've ever ordered - then reorder or edit a frame with just one click.

The screenshot shows the RealMemories.com homepage. At the top left is the logo "real memories" with the tagline "your online custom frame shop". To the right are navigation links: "login", "my account", "view cart", and "customer service". Below the logo are three tabs: "idea gallery", "custom frames", and "ready-made items". The main banner features the text "Custom framing from your digital photos starting at just \$19." and a large photo of a man and a young girl. Below the banner is a three-step process: Step 1 (Take a picture and upload it to us), Step 2 (Design your frame with our exclusive Make Your Frame Tool™), and Step 3 (We will print your photo, build your custom frame, and ship it to you... Ships in 3 days!). A "let's get started" button is at the bottom right of the steps. A testimonial quote "I can't believe how easy it is..." is on the right. At the bottom is a footer with links: "home", "get started", "idea gallery", "make your frame", "our store", "my account", "view cart", "help/faq", "about us", "contact us", "privacy policy", and "investor relations". Below the footer is the copyright notice "© 2008 realmemories.com. All rights reserved."

**Product Features:**

What goes into a Real Memories custom frame? Find out here.

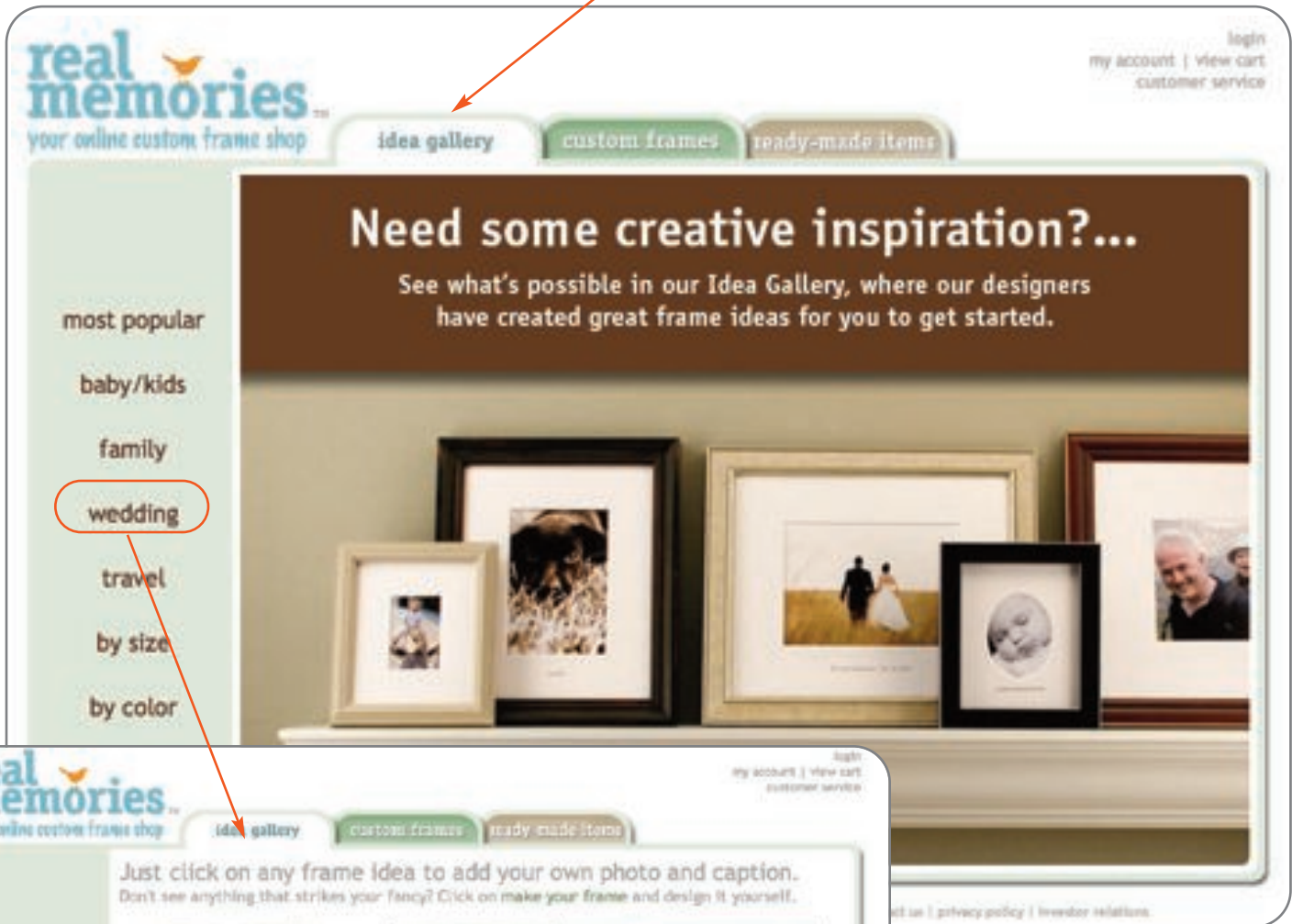
**See what everybody is talking about:**

Real customer testimonials featuring a great photo turned into a beautiful Real Memories custom frame.

# RealMemories.com Idea Gallery

## The Idea Gallery:

Jump start your creativity with plenty of frame design ideas, conveniently arranged by category.



## Links to the Custom Frame Page:

Click on any frame you like, and your selection is loaded and ready to be customized with your own photo.



# RealMemories.com Custom Frames

## Fast, Fun & Easy:

The Custom Frame tools takes the guess-work out of buying a custom frame. See your creation appear before your eyes as you change frames, mats or photos.

## The Best Mouldings:

Choose from over 2,000 frame sizes and mouldings. View detailed moulding samples and descriptions here.

## Every Shape and Size:

Square, rectangle, oval.  
1, 2, 3, 4 or multi-mat openings.  
The best selection and the most interesting mat configurations you'll find anywhere.



## Edit your photo:

Zoom in your photo, reposition it within your mat, or change from a color photo to black & white or sepia tone.

## My Photos Toolbar:

Store an unlimited amount of photos to use now or later.

## Personalize It:

Turn any frame into a touching personal gift to yourself or for friends & family through our unique personalization tool. See it in gold or silver foil exactly as it will appear on your frame mat.

# RealMemories.com Ready-Made Items

## Ready-Made Items:

Our store is filled with lots of great framed products, all made right here in America.



The screenshot shows the RealMemories.com website interface. At the top, the logo "real memories" is displayed with the tagline "your online custom frame shop". Navigation tabs include "idea gallery", "custom frames", and "ready-made items", with an arrow pointing to the latter. A sidebar on the left lists categories: "ready-made frames", "thoughtful frames", "framed mirrors", "framed corkboards", and "framed bulletin boards". The main content area features a purple header "Have some empty wall space?..." followed by a welcome message. Below this, a collage of various framed products is shown, including corkboards, memory boards, and mirrors. In the foreground, five specific products are highlighted with callouts:

- Thoughtful Frames**  
Insert your own photo into one of these frames with heartfelt captions.
- Gorgeous Framed Corkboards**  
Available in 5 great sizes, and 4 wood finishes
- Elegant Framed Memory Boards**  
Choose from over 30 different styles
- Framed Beveled Mirrors**  
We use our beautiful mouldings to create these elegant hand-crafted mirrors.
- Ready Made Frames**  
Great frames made with the same mouldings as our custom frames. Starting at just \$24.

# What goes into a Real Memories Custom Frame...

## The Best Mouldings:

We've extensively sourced the best moulding from across the globe in order to offer you a selection we believe represents the best of the best.

## Museum-Quality Glass:

"It's just glass..." We beg to differ. We believe that your photos deserve the best that modern conservation has to offer. That's why we use only non-glare archival museum-quality glass in all our frames.

## Archival Mats:

Our conservation quality matboard is free of all acids, lignins and other impurities resulting in a pH neutral mat which will not damage that once-in-a-lifetime shot of Aunt Sally.

## Lab-Quality Printing:

Our digital print technicians are trained to make sure your photos will look as good as humanly possible. Translation: we have real people working here, not just machines.



## Foil-stamped Personalization:

We think this is one of those things that makes our site really cool. Personalize any mat with silver or gold foil lettering AND see what it will look like before your very eyes.

## Lots of Choices:

With over 2,000 frame and mat options available on our site, you can be sure you'll find a frame style that gives you that "Ahhhh..." moment.



# Real Memories.com Press Images

High-res images are available, please contact us.  
Please let us know if you need specific images, we are more than happy to supply a great image!



2 girls at beach



4-up sepia tone girl



baby first steps



girl in leaves



grandpa and girl



wedding image 1



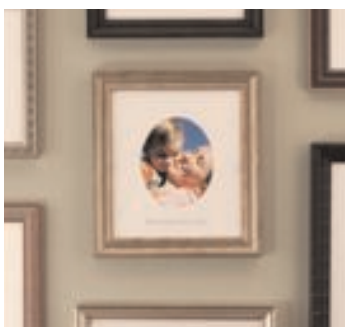
wedding collage



mom and daughter



3-up halloween boy



frames on wall



frames on ledge