

Contac Introduces Contac Photo Books

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Vancouver, Canada — Contac Services Inc. is pleased to announce the launch of Contac Photo Books, the newest in an expanding line of service offerings from Canada's largest direct marketing, print and fulfillment company. A simple online platform, www.mycontacphotobook.com enables users to create customized photo books and send them directly to print in Contac's national print centres, leveraging both the company's print and distribution expertise.

Initially created to add value to the eConcierge™ program's personalized websites (PURLs), Contac Photo Books is being launched as an open platform, available to the public. The technology will be integrated across Contac's web-based platforms, used on e-Contac and on eConcierge to add value for consumers. Contac Procurement Platforms will also feature Photo Book technology, offering an innovative way for companies to display branding information, corporate identity, and marketing images.

"Contac Photo Books is a unique program that lets users create customized, professionally printed picture albums," says Riaz Pisani, President and CEO of Contac Services. "It's simple, easy to use, and fully integrated with Contac's state-of-the-art print facilities and distribution vertical."

Contac Photo Books uses familiar tools and options to enable the user to create personalized photo books. With a variety of pre-built and customizable page layouts, users have total creative control over images, text, backgrounds and placement. Once complete, Photo Books can be sent directly to Contac's Print Facilities, and finished products are shipped right to the recipient.

"This is the kind of flexibility that people demand in today's digital world," adds Pisani. "Contac prides itself in continuously evolving to meet the growing needs of our clientele, and Contac Photo Books are another example of how we are expanding our service offerings to do just that."

Contac will be constantly adding to the functionality of Contac Photo Books, introducing more than 500 different backgrounds and frames next month, followed by templates to build calendars, greeting cards and posters.

Launched just in time for the holiday season, Contac Photo Books make cost effective and imaginative personalized gifts – create one for family or friends, and share the memories that will last a lifetime. Design and print customized photo albums using Contac Photo Books by downloading the complimentary software, available online at www.mycontacphotobook.com.

About Contac Services Inc.

Contac is Canada's largest direct marketing, print and fulfillment company specializing in personalized 1to1 communications that build brand and customer loyalty. Originally founded in 1978 as a third party logistics company for the travel industry, Contac expanded its services to become the only single-source solution in North America to seamlessly create, produce and deliver personalized 1to1 marketing. Today, the company provides the highest quality production, lowest cost and fastest distribution of marketing collateral to major brands around the world. Headquartered in Vancouver, B.C., Contac has facilities in Toronto and Montreal, and regional locations in Miami and London. For more information, visit www.ContacServices.com.

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