



Press Release

FOR IMMEDIATE RELEASE: December 12, 2007,

Norprint announces the launch of SnapNwin™ cards to the North American market.

The most innovative idea in incentive and contest marketing since the creation of “Scratch and Win” cards over 30 years ago.

December 12, 2007, Oakville, Ontario, Canada – Norprint Inc. announces their introduction of their new SnapNwin™ product. A fresh approach to incentive and contest cards, SnapNwin™ cards offer a cleaner, more durable and secure method of delivering a hidden message/prize within a card. Contestants bend the card to “snap out” the disk shaped portion that reveals the printed prize message beneath. The disks are magnetic and can be created in a collectible image series. The product provides the print industry with a unique offering for their market oriented clients.

SnapNwin™ is a patent pending product created to overcome the issues normally associated with latex scratch cards. No need for coins, dirty fingernails or finding a flat surface to scratch on. Simply bend the card and snap out the magnet revealing the hidden printed message underneath. Variable print offers an unlimited number of prizing or messaging capabilities to be printed inside the card. The recipient keeps and redeems the card and the collectible magnet shape is an unexpected bonus that creates desirability, as well as, longevity to the message and theme of the promotion.

“SnapNwin™ offers the perfect prize/incentive card for any company considering an incentive promotion and needs an affordable, secure and exciting delivery mechanism.” says Norprint’s SnapNwin™ Product Manager, Peter Reinhardt.

SnapNwin™ cards are constructed of a special laminate of magnetic sheet and printable cardstock . A die cut magnet pops out once card is bent to reveal the prize message underneath. The card is tamper-proof, an important feature where prizes are involved . The pop out section becomes a useful fridge magnet and when created with a collectible shape and image, can become a sought-after item in itself.

“We have been extremely pleased with the initial market reception to SnapNwin™, says Norprint Inc. President, Malcolm Stagg. “It has resonated strongly with marketers in the incentive, fundraising, lottery, tradeshow, and contest fields who were seeking an exciting alternative to present instant win methods.”

Norprint Inc. is a specialized ad specialties supply company based in Oakville, Ontario. Norprint Inc. services North American commercial printers, advertising agencies, graphic designers, brokers and promotional products distributors. Norprint Inc. has US and worldwide patents pending on SnapNwin™ and its processing system.

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