



Press Release

FOR IMMEDIATE RELEASE: January 14, 2008

Norprint Announces North American Market Introduction of their new SnapNwin™ contest card product.

**“This patent pending Instant Win card is the most original idea in
contest marketing since Scratch and Win
was introduced over 30 years ago.”**

January 14, 2008, Oakville, Ontario, Canada – Norprint Inc. announces the introduction of their new SnapNwin™ instant win cards. A fresh approach to incentive and contest cards, SnapNwin™ cards offer a cleaner, more durable and secure method of delivering a hidden message or prize within a card. Contestants bend the card to “snap out” a shaped section that reveals the printed prize message beneath. The removable pieces are magnetic and can be created in a collectible image series – a feature only offered by SnapNwin™. The recipient retains both the magnet and the redemption card, which has an advertising message one side and the reward message on the other. The numerous innovations of the product have created great interest in the industry and an overwhelming level of enthusiasm from the recipients.

SnapNwin™ is a patent pending product created to overcome the issues normally associated with scratch cards. There is 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 that snaps out is an unexpected bonus that creates desirability, as well as, longevity to the message and theme of the promotion.

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

SnapNwin™ cards are constructed of a proprietary laminate and can be produced in a variety of sizes and shapes. A die cut magnet pops out once the card is bent to reveal the prize message on the cardstock underneath. Whereas scratch cards have been plagued by misuse, the SnapNwin

card is more tamper-proof. The magnet hiding the message is too opaque for even the most intense light, pin scratches have no effect and revealing the prize splits the card which makes it evident that the card has been compromised. The snap out section becomes a useful fridge magnet and when created with a series of unique images, can become a sought-after collectible item in itself. The card can be configured in many sizes and shapes, including postcards.

“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 advertising, fundraising, lottery card, tradeshow, and instant win game fields who were seeking a better alternative to scratch cards.”

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

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