



PRESS RELEASE

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WHO WILL FINALLY TAKE THE PHOTO PICTURE FRAME OUT OF THE RECYCLING BIN? IT'S WACKY!



As the photo picture frame becomes a construction kit and decorating is turned into a fun kind of assemblage, Wackyframes let everyone be an expert in staging their own photos. How do you use plastic in the digital age? Fashion takes a quantum leap forward, and the traditional photo picture frame is modernized and adapted to new developments in photography, such as digital cameras, small photo printers and scanners, online processing, etc.

A brilliant clip fastens the frames to each other so you can fit them together ad infinitum while creating your own patterns. No more dusty glass covers or complicated setups - Wackyframes are based on a creative, brilliant and simple concept: inserting your photo through the side lets you display and instantaneously change all your print-outs 4x6!



ADOPT A WACKY ATTITUDE!

You can combine Wacky Frames as you wish ó if you are feeling logical, you can apply a geometric pattern; if you are feeling artistic, you can have fun creating unassuming and minimalist setups or wild, huge patterns. And you can replace photographs in a second, according to your moods! The numberless possible combinations this interactive frame provides you with have no limit, except for the number of Wackyframes you purchase. And for the modest price of £9.90* for three frames in seven different colors, you can see how Wackyframes can be as big as your wildest dreams! *Suggested retail price.

WHO IS WACKY FOR?

Wackyframes are for all ages, whether you are a fan of digital photography or traditional pictures. Adapted to the new ways to take pictures ó simple and user-friendly ó it is indispensable for decoration mania, since Wackyframes will find their way into creative hobby shops as a customized model: painting, sanding, stickers, everything that falls under scrapbooking. For kids, grown-ups, the dedicated and the curious, your photos have never looked so good!



WACKY Ó ISN'T IT?

Wacky is not limited to the UK. Wackyframes is already the rage on the other side of the English Channel and its inventor is competing for international design awards in Denmark, the USA and Japan. This tiny frame is rocking market trends. And in order to establish its international ambition, Wacky is going to be a celebrity at the International Home Show, taking place in Milan from September 7 to 10th, 2007.

FOR FURTHER INFORMATION ON WACKY

Everything you want to know about Wacky is available on www.wackyframes.com (in English). An must-see entrance into the Wacky world, the web site lets you visualize all the available colors, discover the fantastic and creative examples of assemblage and even download your photos to simulate the most appropriate frame color!

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