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**Life's Sweet Takes Top Prize
at Photo Marketing Association International Awards**

Start-up Denver Company Steals Spotlight By Winning "Best of the Best" Award and \$50,000

Denver, Colorado — March 11, 2006 – Denver-based Life's Sweet captured "Best of the Best" title at the annual Photo Marketing Association International Awards walking away with the \$50,000 grand prize. Amid photo industry marketing behemoths, including the likes of Kodak, Casio, and Fuji, Colorado-based Life's Sweet won the award for its "*Live Your Life Outside the Shoebox*" marketing promotion campaign. The "Best of the Best" competition, which is judged by Addy Award judges from the American Advertising Federation, is awarded to the company that has produced the most creative and results-driven promotional campaign in the photo marketing industry.



The "*Live Your Life Outside the Shoebox*" campaign was the marketing effort designed to support the launch of Life's Sweet photo books. Life's Sweet is a revolutionary new retail concept that takes those photograph-filled shoeboxes and hard drives jammed with family pictures needing to be organized, and seamlessly and cost-effectively turns them into personalized photo books. For the first time ever, the memories captured in everyday moments or special occasions can be dropped off at a Life's Sweet location, and converted into a coffee table collectible photo book and/or photo music DVD.

"As a start-up company, receiving the Best of the Best award from the Photo Marketing Association International is a tremendous honor," says Soraya Cartwright, founder of Life's Sweet. "More than anything, this award pays recognition to the fact that our service resonates with the industry and its customers. Too many of life's memories are buried in drawers, closets or on discs and hard drives. It's time to let them live outside those 'shoeboxes'."

Life's Sweet meets the increasing need for an easy, time-efficient and affordable means to take everyone's snapshots and turn them into a usable and enjoyable format—coffee-table quality books and musical DVDs . According to the Photo Marketing Association's 2005 research, among the data on how household members use their digital images, only 7.7 billion prints were projected to be made in 2005, leaving 12.3 billion unprinted images.

“The fact that more of people's images have gone unprinted than have been printed is a tragedy. What that means is people's most precious memories are either collecting dust in a box, never to see the light of day, or saved on a chip at risk of being erased or lost,” continued Cartwright. “The way I see it, it's your life. It's worth publishing.”

Life's Sweet is located at 9227 E. Lincoln Avenue, Suite 500 in Lone Tree, Colorado. For more information, visit www.lifessweet.com or call 303-815-1930

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