

FOR IMMEDIATE RELEASE



SHOUT-OUTS.COM TAKES PERSONALIZED GIFTS TO THE NEXT LEVEL

Custom illustrations spruce up paper products and more

Los Angeles, CA - March 24th, 2005 - Shout-Outs.com, LLC (www.Shout-Outs.com) offers a new spin on personalized stationery and gifts with their custom line that feature the customer's Shout-Out® illustration. Working from a photo, Shout-Outs' artists draw a one-of-a-kind illustration from the customer's favorite photo of a child, pet or loved one, which then is used on a variety of stationery and gift options including stationery sets, journals, scrapbooks, posters and framed prints.

The process is simple - a customer logs on to www.Shout-Outs.com and selects the products they'd like to order. After choosing your favorite background color - the last step is to upload their photo. Within a few days, Shout-Outs emails a proof of the customer's illustration for approval before printing.

"I'm thrilled that customers are excited about our products," says Penna Omega, founder of Shout-Outs.com "Our customers favorite thing is to have their child illustrated for a poster or print for their room, then use that existing artwork for gifts for Grandparents and Father's for Father's Day!"

One-time illustrations fees are \$100 for the first person/pet and go up \$50 for each additional illustration and are archived for future use on new items. The company recently added posters and framed prints to its product mix and plans to continue adding new products regularly. Gift Certificates are also available in \$50, \$100, and \$150 denominations.

GRAMMY® NEWS! The entertainment industries hottest stars stepped out for the 2005 GRAMMY® Awards on Sunday, February 13th taking home the hottest new trend in personalized paper goods - Shout-Outs® Illustrated Stationery. Each Presenter and Performer received custom stationery featuring their hand illustrated image in Shout-Outs trademark unique and hip style.

Distinctive Assets, producers of the gift bags valued at over \$35,000, hand selected the products that will be hot in 2005 for inclusion in the exclusive bags which were presented to celebrities including Jennifer Lopez, Marc Anthony, Alicia Keys, Tim McGraw and many others.

"When we first saw Shout-Outs Stationery, we knew it had to be included in the GRAMMY® swag," said Sara O'Hair, COO of Distinctive Assets. "The artwork is so unique and the items are perfect for everything from everyday notes to special invitations. We can tell they will be a big hit"

Because of the success from the **GRAMMY® Gift Bags**, Shout-Outs was invited by Distinctive Assets to create custom gifts for the **NAACP Image Awards** Presenters and Performers including Oprah Winfrey, Halle Berry, Barack Obama, Prince and others.

Shout-Outs Stationery is available online at www.Shout-Outs.com or by calling 323.464.6800. A list of retail partners and locations can be found on www.Shout-Outs.com.

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About Shout-Outs® Stationery & Gifts

Shout-Outs Stationery was born in 2002 when artist Penna Omega designed a fun, sexy and hip gift for a girl friend. Using one of her favorite photos as inspiration, the illustrated stationery and notepads were an immediate hit, thus skyrocketing Shout-Outs® as a personalized stationery phenomenon!

Shout-Outs illustrations are one of a kind works of art that are created especially for every customer. Each drawing takes 2-3 hours to complete and can be printed on almost any surface. Currently, the company offers stationery, journals and scrapbooks, framed posters and prints, as well as custom projects.

About the Artist

A San Francisco Bay Area native, Penna Omega moved to Los Angeles to design for several record labels and television production companies. Since starting her own design firm, she has worked with such clients as MTV, DreamWorks Records and Disney.