

## News Release



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### **Jostens launches one of a kind personalized MemoryBooks with OurHubbub™**

*New consumer Website makes authentic storytelling fun, fast and easy*

Minneapolis – Jostens, Inc. has announced the launch of OurHubbub® by Jostens, a fast, fun and easy way for groups and individuals to share their most memorable stories by creating unique hardcover photo MemoryBooks at OurHubbub.com. Jostens leadership in the yearbook industry and technology innovation has enabled a unique set of tools for “authentic storytelling” that includes professionally designed templates, thoughtful storylines and distinctive covers.

“Our employees and representatives are honored to help millions of people tell their stories,” said Tim Larson, senior vice president and general manager, Jostens. “Our Hubbub by Jostens is a natural extension of our leading internet, digital production and design capabilities. We are thrilled to bring great storytelling services directly to consumers to help them create unique keepsakes that are shared generation after generation.”

The OurHubbub.com site makes it easy for individuals or group members to capture and celebrate unforgettable moments through a collaborative process. The Website uses proprietary technology that supports group collaboration, allowing a group leader to start a book and invite group members via e-mail to participate in the creation of the story by uploading digital photos and providing feedback on the proposed book design. Group members can individually build on the leader’s work to further customize and order their own highly personalized version of the original group book. All of this is facilitated with simple to use, intuitive technology that guides the user effortlessly through the process.

“Groups and teams create unforgettable experiences together every season and every year. Just as being together makes great memories, working together is one of the best ways to capture and preserve them,” said Kim Noonan, director, Emerging Markets, Jostens. “The combination of our expertise in online yearbook creation and publishing, the production capabilities we use to create PhotoBooks for the Walt Disney World® Resort, and our experience working with school and affiliation groups, has resulted in OurHubbub. This offering helps individuals and groups of individuals turn hard drives full of digital photos into meaningfully told stories that are easy to share.”

To create a MemoryBook, users log on to OurHubbub.com to launch the interactive book creation tool.

Professionally designed templates that include thought-provoking headlines and storylines help users create a MemoryBook reflecting their own versions of experiences, events, trips or group activities. Users can do as much or as little as they want and still create a beautiful coffee table quality MemoryBook. Cleverly themed and embellished covers complement the templates. Digital photos and other electronic images, either group assets or digital stickers available within the site, are uploaded to create each page and the completed project is submitted digitally to produce full color hard bound books of 22 pages or more. Books are produced one at a time, so each individual order can be uniquely designed and different from the next.

OurHubbub.com also provides large organizations the ability to design their own covers, templates and storylines to offer to their members. Jostens is working with national and regional organizations to help members capture their group memories through OurHubbub MemoryBook designs that truly reflect the spirit and tradition of each respective organization.

“OurHubbub by Jostens was created for groups and individuals at the consumer level because we understand the importance of turning memories into captivating stories – and doing it in a way that’s engaging, intuitive, and authentic.” said Noonan. “Our team is truly passionate about great storytelling, so OurHubbub offers a simple, elegant, yet flexible toolset to create truly unique designs for MemoryBooks that beg to be shared.”

OurHubbub MemoryBooks are currently offered in an 8 ¾ x 11 inch landscape format with a range of 22 to 60 pages per book. Books are printed on acid free, archival quality paper to last a lifetime. The price of a 22 page book starts at \$34.99. OurHubbub MemoryBooks are produced in Jostens’ Digital Center of Excellence in Topeka, Kansas, aligned with one of Jostens’ yearbook and cover plants.

Jostens is also the official provider of MemoryBooks for Disney Youth Group Programs at the Walt Disney World® Resort and for Disney’s Wide World of Sports, and OurHubbub MemoryBooks will be featured at The Jostens Center, scheduled to open in summer, 2008.

## **About Jostens**

Minneapolis-based Jostens is a provider of products, programs and services that help people inspire achievement and preserve memories. The company’s products include school yearbooks and memory books, OurHubbub™ brand MemoryBooks, scholastic products such as class rings and graduation products, and products for athletic champions and their fans. Jostens is a subsidiary of Visant Corporation, a marketing and publishing services enterprise servicing the school affinity, direct marketing, fragrance and cosmetics sampling and educational publishing markets.

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