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## STITCH + HALLMARK = MOBILE MEMORIES



## STITCH+HALLMARK

San Francisco, California - KlabLab, the creators of the video messaging app **Stitch Mobile**, has partnered up with the company best known for greeting cards, holiday ornaments and even their own TV channel. Hallmark Cards, Inc. has lent their words and designs to the California based startup in order to introduce its creative connecting content to the world of mobile.

"We saw an instant fit with Hallmark." says Dustin Haisler, President of KlabLab. "The marriage of Stitch technology and Hallmark content allows our customers to access the right message whenever they feel the urge to reach out to someone."

Stitches are built using a series of editable slides. Users can choose Hallmark templates from a set of categories including Congrats, Love you, Miss you, Thank you and more. Each slide can be easily customized by adding text, pulling images from a device's camera roll or Google Images, adding music from an iTunes

library and applying video effects. When the Stitch is complete, the video is rendered quickly as an MP4 file to the user's camera roll allowing them to share the original video however they see fit.

"When you use Stitch+Hallmark we deliver your finished creation to your camera roll. It's yours to do as you please with. Share it with the world, or keep it private. You built that experience, so you should own it." says Haisler.

Paul Barker, VP of Hallmark's digital division, says he saw the potential of integrating Stitch into their digital arsenal the very first time he used it.

"We have been on the lookout for innovative technologies that could not only deliver the same kind of personal messages contained on our cards, but do so in a simple, contemporary and relevant way for today's mobile consumer. The experience of creating and sending a Stitch is as much fun as receiving one. Stitch+Hallmark allows you to capture those fleeting moments and personalize them right at

your fingertips around those messages that Hallmark customers have come to love. It essentially puts a mobile personalized Hallmark store in your pocket."

KlabLab believes that coupling Hallmark's personal touch with Stitch will allow users to have more personal experiences in the mobile realm.

"Stitch+Hallmark gives our customers the opportunity to be creative, thoughtful, and immediate in their digital connections. Now they can create and share meaningful and memorable moments at anytime from anywhere." says Haisler.

Stitch+Hallmark is set to launch December 3rd for iOS devices, with an Android version available in early 2014.

**If you would like more information about Stitch +Hallmark, or you would like to schedule an interview or demo, please contact Dave Haberman at [dave@klablab.com](mailto:dave@klablab.com).**