



Media Release

For Immediate release



Smiles Made Easy stationery selected for Primetime Emmy® Gift Bag

Smiles Made Easy is pleased to announce that their playful line of stationery has been chosen to be a part of the lavish "Everybody wins at the Emmys®" Nominee Gift Bag honoring nominees of the 58th Annual Emmy Awards. Among those who may receive the hot new notecards include Debra Messing, Lisa Kudrow, Kiefer Sutherland and Steve Carell.

Kitchener, ON, July 12, 2006 – On August 27th, Primetime Television's biggest stars will have their night to shine at the 58th Annual Emmy Awards in Los Angeles. All nominees will hope to receive the coveted gold statuette, however if their name is not announced as a trophy winner they will receive ample consolation the following day in the form of a Gift Bag compliments of Distinctive Assets. This year, in addition to other incredible gifts, each bag will contain 5 tins of note cards from Smiles Made Easy.

Each colorful tin contains 15 different fill-in-the-blank style of note cards with envelopes. Celebrities will have fun completing thoughts like "You're a great...", "Remember when..." or "Can you believe we..." In a world of email and text messaging, thought cards provide a stylish and more personal alternative and make it easy to connect with friends and family.

"We are thrilled to have been chosen to be a part of this prestigious Gift Bag" Karem Kalin, creator of Smiles Made Easy thought cards says. "This has been a fantastic year for us. We've recently won the 2006 Best Product Award, and now this. We are very excited and honored". Distinctive Assets Founder and President, Lash Fary, says "In my opinion, note cards are a must-have item in your home and when I first saw the ones from Smiles Made Easy, I thought they were the perfect addition to our Gift Bag. I truly believe the talent being gifted will love and use these notes!"

About Smiles Made Easy: Created by a mom who wanted to make it easy to connect and say things that, in today's hectic world, often don't get said. "Too often we think we need to buy someone the 'perfect material gift', when what we really need to do is tell them why they're so special to us in the first place", says Kalin. Thought cards make it simple and stylish to do just that. Be inspiring, reminiscent, romantic or just plain goofy. Whatever your mood, they make it easy to say what's on your mind. Stuff them into stockings or lunch bags. Use them to break the ice at weddings or parties. Create unique invitations or scrapbooking keepsakes. Choose from five themes: I Love it When..., Remember When..., You're a Great Mom Because..., I Have Fun When..., and I am Proud When...each conveniently contained in a smart metal tin. Fifteen cards with envelopes per set. Smiles Made Easy® thought cards can be found online at www.smilesmadeeasy.com.

About Distinctive Assets: Known for beginning the craze of over-the-top celebrity swag at major award shows such as the Grammys, People's Choice, Kids' Choice, MTV Movie Awards, Latin Grammys, Academy of Country Music, HBO Comedy Festival and other Hollywood events, Distinctive assets is thrilled to continue a tradition they originated in 2003, acknowledging non-winning Emmy nominees.

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