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Paperless Post
HL Group



The World at Your Fingertips: Magnum Photos Opens Its Image Library to Paperless Post

Select Magnum Images to be Featured in Limited-Time Collection of Paperless Post Cards

NEW YORK, Aug. 25 -- Paperless Post (www.paperlesspost.com) announced today that it has finalized an agreement with Magnum Photos, the renowned photographic cooperative, to feature select Magnum photos as part of a new collection of cards. Magnum and Paperless Post have developed a card collection imprinted with Magnum Photo's iconic images. The cards deliver a wide range of messages, from convivial holiday wishes to birthday celebrations, congratulations, get-well-soons, anniversaries and more. Samples from the Magnum Photos collection can be found at www.paperlesspost.com/samples/magnum.

As the name suggests, Paperless Post invitations and cards are designed and delivered online. The company was founded by a brother and sister, James and Alexa Hirschfeld, who wanted to bring the tradition of stationery to the web. Senders are able to communicate with the personalization and thoughtfulness of paper, but the ease and efficiency of email. Paperless Post converts include Nobel Prize winners, brides from the East to West coast, parents throwing birthday parties, members of the British Royal family, singles, couples, friends, and Hollywood notables.

"We are excited to be collaborating with some of the most accomplished photographers of our time on this collection, from Martine Franck's thought-provoking images of Paris to Elliott Erwitt's humorous photos of dogs and their masters," said James Hirschfeld, co-founder, Paperless Post. "The photos in the Magnum Photos archive capture the 20th Century through the eyes of our society's greatest artists - from the Spanish Civil War to Andy Warhol's Factory and beyond. As a company committed to meaningful communication and self-expression, we feel we have found an apt partner in Magnum Photos and their archive of masterpiece images."

Magnum Photos and Paperless Post who share the same reverence for fine art, pored over the Magnum archive to find the right mix of images for this collection. Selections include Bruce Davidson's seminal Central Park photography, as well as imagery of skiers traversing the Swiss Alps, shot by one of Magnum Photos earliest members, Werner Bischof.

"This is the first time we have permitted Magnum photos to be used in this manner," said Michael Shulman, Director Publishing, Broadcast and Film, Magnum Photos. "The Magnum Photos archive covers every aspect of life. The photographers in our cooperative are responsible for capturing some of life's most memorable images. And Paperless Post cards address every one of life's milestones. So the opportunity felt right."

About Paperless Post

Paperless Post is a website that allows you to send fine stationery over the internet. Users can craft, send, and track personalized invitations, save the dates, announcements, and thank you notes that rival

