

FOR IMMEDIATE RELEASE

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**LAUNCH OF AUTOGRAPHICALS™ GIVES DECORATING ENTHUSIASTS
AN EXCITING NEW WAY TO ADD STYLE TO HOME AND OFFICE SETTING**

**-- Innovative New Product Line Offers Opportunities To Enhance the Look of
Home, Dorm or Office with "Magnetic Artistry" --**

Commack, NY, November 29, 2007 -- There's a new way for people to add their own "signature style" to their homes, offices or dorm rooms -- and transform virtually any magnetic surface such as front doors, garage doors, appliances, file cabinets and metal sheds into works of art. Autographicals™ -- an innovative new collection of magnetized art forms that allow you to add magnetic artistry to the appearance of your home or car by creating your own unique design arrangements -- have just been launched nationwide. This patent-pending new design concept is a simple way to artistically "autograph" your home or car -- and adds a new element of prestige for today's style-conscious homeowners looking to showcase their individuality, personality ... and creativity.

Autographicals™ were created to enhance the exteriors of a wide array of magnetic surfaces with attractive, visually-appealing magnetic graphic design pieces that can be customized and individualized to reflect each individual's own sense of style. Available in a wide selection of separate design patterns and color combinations, Autographicals™ come with easy-to-follow directions and patterns to help people create a wide variety of different "looks." In addition, Autographicals™ have the unique advantage of being able to be easily re-configured within minutes -- providing people with a unique opportunity to change their designs (and home/office décor) as often as they'd like to reflect their changing mood, personality and/or sense of style.

The new product line is being sold both online at www.autographicals.com as well as at retailers nationwide. Each Autographicals™ kit consists of one 9" x 11" sheet containing enough design pieces to create a number of different design patterns, as well as an informational sheet outlining application instructions, pattern ideas, and information about

maintenance and re-configuration design suggestions. AutoGraphicals are priced at \$19.99 - \$21.99 per kit.

In addition to its exciting use in the home, Autographicals™ are also expected to quickly be adorning the exteriors of cars nationwide. With Autographicals, any surface that can hold a magnet becomes an "open canvas" for creativity -- and auto enthusiasts are quickly discovering the benefits of AutoGraphicals in showcasing their own personal style as they are out on the road.

For more information about AutoGraphicals and ordering information, visit www.autographicals.com, or call (800) 517-7615.

***** Press Samples Available -- contact Lucy Rosen at (516) 222-0236 *****

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