

## July 2010 Press Release

SmileStop Photo Books has recently launched a new website complete with a free software download for creating custom photo books and calendars. The “My Photo Books” software is available for both Mac and PC and has two different options for creating digital photo projects. The Fast Track option allows you to choose a theme within the software, and once your photos are uploaded, the software creates the project for you in as little as 3 minutes. If you choose to customize your own photo book or calendar, the “Create A Book” option lets you design each page individually. You can choose from a wide variety of backgrounds, layouts, and borders. You can also add a caption to your photos. The software is extremely easy to navigate even for novice users.

SmileStop products are printed on quality stock for brilliant images. The books are bound with your choice of cloth or leatherette materials that are available in a variety of colors. You can even choose your favorite photo as a cover choice for your photo book. The calendars are made with your choice of design, and photograph(s), printed on quality cover stock for extra durability.

SmileStop Photo Books is a division of Hoster Bindery Inc., a family owned and operated company providing quality books binding services since 1980. Hoster Bindery Inc. has worked with photographers and printers world-wide to produce fine edition books in short run quantities. Our experience includes working with a wide variety of cloth and paper materials as well as offset and digital print to develop a vast knowledge in what materials work best to produce a better product. SmileStop Photo Books was established to bring the knowledge, skills and experience of Hoster Bindery to the digital photo book industry to produce high end, high quality photo books you can treasure.