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**BOATMAN GELLER**  

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*for* HOW FAST THEY GROW

**HOW FAST THEY GROW™ LAUNCHES NEW DESIGN TEMPLATES  
FROM BOATMAN GELLER**

Walnut Creek, CA—October 2007—In the age of digital photography, How Fast They Grow’s patent-pending Digi-Scrapbook™ technology has become a huge hit with busy parents. On October 18, 2007, HowFastTheyGrow.com will debut 81 delicious new design templates—including boy, girl, and occasion themes—created by Boatman Geller. This esteemed stationery company specializes in modern designs with clean lines and colorful patterns so the collaboration with How Fast They Grow was a natural fit.

“We simply fell in love with the concept of How Fast They Grow, their charming website, and beautiful pages,” says Jane Geller, Boatman Geller’s CEO and Founder. “Having three daughters of my own I knew How Fast They Grow was going to be a perfect and easy way for moms to document the memories of their children. We are excited to offer our customers another way to express themselves!”

The new Boatman Geller designs will combine with How Fast They Grow’s current selection of over 100 stylish and modern page layouts. Parents can drag and drop their digital photos into the 12x12 templates and create a gorgeous, magazine-quality scrapbook page in less than ten minutes. There is no software to download or purchase and each page can hold up to 7 high quality digital images. Parents can also customize titles, fonts, and journaling on each page.

Cathy Bennett, How Fast They Grow’s founder and mother of two states, “I started the company with first-year baby book templates and immediately customers asked for toddler and childhood themes. I approached Boatman Geller because I’ve long admired the bright images of early childhood in their stationery and announcements lines. From airplanes and cars for boys, butterflies and fairies for girls, to the vivid holiday colors of Christmas, Hanukkah and

Halloween, we've collaborated on the best of their designs from the past five years and applied them to our digital scrapbook pages. The results are amazing and I am so excited to bring the new pages to life for our customers as their babies grow. With my own children now 3 and 2, the timing is coincidental but perfect!"

How Fast They Grow's customized 12x12 scrapbook pages are printed on the highest quality paper and retail for \$7.50 each. There is no membership fee and How Fast They Grow members can also share a link of their pages with friends and family for free. Considering the enormous cost of purchasing traditional scrapbooking supplies and printing hundreds of digital photos, How Fast They Grow's Digi-scrapbook technology is not only quick and convenient but also affordable.

HowFastTheyGrow.com was just honored with a prestigious Silver Award among 2,700 entries for the 2007 W3 Awards. Announced by the International Academy of the Visual Arts on October 16, 2007, the W3 Awards honor outstanding websites, web marketing, and web advertising created by some of the best interactive agencies, designers, and creators worldwide.

For additional information please contact Jennifer Berson of Jeneration PR at 818.501.1205 or email [jen@jenerationpr.com](mailto:jen@jenerationpr.com).

**About How Fast They Grow:**

Founded in 2007, How Fast They Grow's patent-pending Digi-Scrapbook technology has revolutionized the process of preserving precious memories. With hundreds of beautiful and modern page layouts to choose from, How Fast They Grow continues to expand its design library and deliver the highest quality digital scrapbook pages. Please visit [www.howfasttheygrow.com](http://www.howfasttheygrow.com).

**About Boatman Geller:**

Founded in 2002, Boatman Geller specializes in high quality paper goods, including fine stationery, invitations, photo cards, gifts, and accessories. Using the leading trends in fashion and home décor, Boatman Geller designs its stationery with clean lines, colorful patterns, and delightful icons, all while encouraging customers to "live your style." Today, Boatman Geller has grown to more than 2,000 accounts across the nation and overseas selling product in leading retail stores, catalogs and websites. Please visit [www.boatmangeller.com](http://www.boatmangeller.com).

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