



PRESS RELEASE

For Immediate Release

FOREVER® Releases Exciting New Printed Products at FOREVER LIVE! Event

(PITTSBURGH) July 14, 2021 – Forever, Inc., the permanent and complete memory-keeping company, released several exciting new print products and product updates this past weekend. The announcements were made during the 7th annual FOREVER LIVE! Event, where one thousand FOREVER community members celebrated family memories together.

The first new products announced were 8" x 8" and 10" x 10" Seamless Layflat AutoBooks. "FOREVER® AutoBook, which we launched in March 2020, saw immediate success," said FOREVER Print & Logistics Manager, Matt Gray. "With AutoBook, clients simply click a button and have their online Albums turned into beautiful photo books. Because of its popularity, as well as that of Seamless Layflat Photo Books, which allows users to flawlessly display photos across both pages of a photo book, adding new Seamless Layflat AutoBook sizes was a no-brainer."

In the past year, FOREVER has added several more "automagical" products to its print catalog. Last weekend at FOREVER LIVE!, another was introduced: Mini AutoBooks. These 5" x 5" and 7" x 5" books are lightweight, versatile, and ideal for gifting.

"We all need quick, giftable products," said FOREVER Ambassador Lorrie Curley. "I can't wait to create a Mini Book for every member of my family to enjoy!"

In addition to these new products, Vice President Nathan Bowers announced that coasters, drinkware, magnets, and mousepads will be added to the FOREVER print catalog by the end of 2021. "You asked, we listened," said Bowers. "We can't wait to deliver these easy, customizable print products to you this year!"

These products further strengthen the already impressive lineup of FOREVER photo gifts and printed keepsakes, including photo books, wall décor, mugs, cards, calendars, and more. Clients can create these products online using FOREVER AutoPrint and FOREVER Design & Print platforms, or on their desktop using FOREVER Artisan®, the company's award-winning design and scrapbooking software.

About FOREVER®

FOREVER offers the only permanent and complete memory keeping solution in the internet cloud that people, families, and organizations can trust to preserve and share their precious memories. The Company offers FOREVER permanent cloud storage, digital conversion, content organization, online sharing, succession planning, and metadata preservation. It also offers design software, digital art, and online printing. FOREVER guarantees that the memories stored with FOREVER permanent cloud storage will be preserved, protected, and available for at least 100 years, with a goal of many generations beyond.

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