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## **NATIONS PHOTO LAB INTRODUCES PRESS CARDS JUST IN TIME FOR THE HOLIDAYS**

**Owings Mills, MD – October 10, 2008 -**

When Nations Photo Lab started receiving requests from their customers on the availability of press cards, the organization was listening. Nations is proud to introduce their press cards, including two distinct sizes, folded or non-folded options, three paper alternatives and many templates to choose from, just in time for the upcoming holiday seasons.

“The most important facet of the press cards was to introduce them before the coming holiday season, our customers asked and we responded” says **Ryan Millman**, President at Nations Photo Lab.

To prepare for the introduction of the press cards, NPL dispatched its head designer and talented design team to create distinctive yet classic templates to suit most holidays and occasions.

“Options, options, options, that is what our customers expect, therefore my job was easy, I just had to give them what they want” says **Ian Ferguson**, Head Designer at Nations Photo Lab.

To alert current customers and potential customers a series of marketing tools were used including email blasts, print ads, and social networking campaigns.

To check out the new items, simply visit [nationsphotolab.com](http://nationsphotolab.com) and navigate to the ROES ordering system, located under the “Place an Order” tab on the homepage.

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