

## Company Overview

Founded in 1974, [Kiddie Kandids](#) is America's leader in high-quality children's portrait studios, and the go-to source for newborn, infant, toddler, and pre-school photography. With 33 years of experience, the company has become one of the Top 5 portrait studios in the United States with over 2000 employees and a major force in this growing industry. Today the company boasts:

- Millions of satisfied customers and growing
- More than 180 digitally-equipped studios across America including 130 key, [Babies"R"Us](#) locations
- State-of-the-art, all-digital technology, and instant, in-house printing for added speed and convenience

## The Deal

Kiddie Kandids is launching a private-label version of TheFamilyPost.com – DigitalPost Interactive's flagship family website service – as a strategic new driver for corporate growth. Once live, the new service will open up new recurring revenue streams for Kiddie Kandids while creating a direct link with those customers for the lifetime of their site. Scheduled for launch in Q4, 200, this major, nationwide rollout will:

- Introduce DigitalPost Interactive's subscription-based service to millions of growing families who are ideally suited for this unique and compelling family product.
- Give photographers a unique, 1-on-1 opportunity to "sell" family website subscriptions to a captive, engaged audience that is actively looking to share and enjoy their photo memories.
- Provide millions of customers with an "expert-led" demo of TheFamilyPost.com and the chance to upload photos directly to their family website at the time of their sitting.
- Be a key component of a new promotional bundle that includes valuable discounts on prints, future sittings, and much more.
- Enable families to enjoy their own, personalized family website for between \$4.95 and \$11.95 a month that they can use to share a lifetime of photos, videos, stories and more.

## Why Is This Deal Important?

The partnership provides Kiddie Kandids with a strategic new retail initiative that can drive new revenues while continuing to enhance the customer experience. More than just a new product, Kiddie Kandids sees the family website service as a creative new way to foster better customer loyalty and retention while fueling growth from photo products and website subscriptions alike. The deal benefits a number of associated parties, including:

- **Kiddie Kandids** – Gives the company an exciting new service to drive sales, enhance customer retention, and continue its leadership as an industry innovator. Also gives them a powerful new viral marketing tool that extends their brand online, turning customer websites into an online promotional vehicle for their professional portraits.
- **DigitalPost Interactive** – Provides DGLP with 50% of all website subscription revenues, a 15% share of all revenues from the sale of photo-related merchandise through the family sites, and instant access to a highly-targeted group of consumers who are prime candidates for this type of premium digital media-sharing service.
- **Consumers** – With this new service, consumers can instantly enjoy their professional portraits online, and share them with family and friends around the world. And with a family photo store built into every site, prints and merchandise can be ordered from the convenience of home, and picked up at Kiddie Kandids locations nationwide.



*Millions of Consumers a year will now have access to DigitalPost Interactive's compelling family websites, thanks to a strategic new retail partnership with Kiddie Kandids – the nation's leading child portrait studio.*

### Kiddie Kandids Highlights

- **National Distribution Channel**

DigitalPost Interactive's family websites will become a core retail offering at hundreds of Kiddie Kandids studios nationwide, where they will be demoted directly to more than 1 million customers a year.
- **Highly-Targeted Consumers**

This retail approach puts the compelling family websites directly in front of consumers who are actively looking for ways to document their children's lives, making them prime candidates for a lifetime service such as TheFamilyPost.com.
- **Captive, 1-on-1 Sales Opportunity**

While customers wait for their in-house prints, Kiddie Kandids' professional photographers will provide a live demo of TheFamilyPost in an effort to draw customers into their new loyalty program which includes a subscription family website and valuable discounts on additional prints and merchandise.