



PlanetArt Acquires Patented Handwriting Technology to Bolster Its Mobile Card Businesses

CALABASAS, CALIF., April 15, 2021 — PlanetArt® announced today that it has acquired certain assets from Mailing Services of Pittsburgh (MSP) in the area of handwriting technology. Included in the acquisition are hundreds of glyph libraries and a technology toolkit that literally creates authentic handwritten messages out of any text.

Very different from so-called handwriting fonts that are generally not perceived as real handwritten messages by recipients, the technology stack PlanetArt acquired today employs a sophisticated set of rules that chooses variants of each letter depending upon that letter's position in a word. For example, how a handwritten *e* links to an *f* might look very different from how it links to an *a*, and this notion results in very different letterforms. The variance in letters, above all, is what sets real handwriting apart from font designers' failed attempts to replicate the authenticity of a handwritten note.

The technology, known as Handwriting.io and promoted through MSP's Simply Written brand, is so unique and novel that it has been awarded multiple patents, or has patents pending, in the United States, Canada and Europe—patents that will now be owned exclusively by PlanetArt under the deal.

"MSP's handwriting technology will bring a new level of innovation to our card apps and other properties," said Roger Bloxberg, PlanetArt's Chief Executive Officer. "A user of Ink Cards (in the US) and FreePrints Cards (in the UK) will be able to select from a wide variety of handwriting styles, as well as a color, and their entire message will be produced and printed inside their card as a real handwritten message."

In the age of digital messaging, the handwritten note has become increasingly rare but a treasured gem to its recipients. The COVID pandemic, in particular, has illustrated the benefits of personal messages for customers of PlanetArt's card apps as millions of consumers have sent cards for birthdays and other occasions, or just to tell friends and family members that they were in their thoughts, all without the need for a trip to the card store.

Now the addition of Handwriting.io and literally hundreds of handwriting libraries to the PlanetArt platform means that those messages can take on a more personal dimension with both cards and envelopes printed in the customer's choice of real handwriting.

MSP's Handwriting.io technology has until now been used by its commercial customers for personalization. These include the likes of Hallmark, Bloomingdale's, 1-800-Flowers, Urban Stems and many others. However, going forward the technology will be used by PlanetArt's brands exclusively for cards and gifting.

"We are pleased to have closed this acquisition," said Luke Teboul, Executive Vice President of MSP. "PlanetArt is the emerging leader in B2C print-on-demand greeting cards, and we believe

that Handwriting.io's patented technology coupled with the sophistication of PlanetArt's broader technology platform and marketing capabilities will make for a powerhouse in personalized messaging that simply cannot be matched."

The financial aspects of the deal will remain private.

About PlanetArt

PlanetArt is a leading technology platform in the personalized products industry. Founded in 2010, the company develops and operates ecommerce brands across a number of websites and mobile apps for iOS and Android, including FreePrints®, Ink Cards®, Personal Creations®, SimplytoImpress®, CafePress® and Gifts.com®. All of the company's brands support the vision of allowing consumers to forge closer, more meaningful relationships with family and friends and the following manifesto:

At PlanetArt we believe a greeting card can form a meaningful connection, a photo can preserve a precious memory, a coffee mug can start a conversation, and a T-shirt can ignite a movement.

PlanetArt is unique in its space with a large emphasis on mobile transactions and a presence in 14 countries.

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