

For Immediate Release

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It's Time For Your Close-Up!
Per Annum Introduces MyBook – The Adaptable Planner for 2007

50% Organizer, 50% Showcase, 100% You!



The newest trend in scrapbooking and organization is here! **MyBook – The Adaptable Planner** is the most versatile planner on Earth – *you* make sure no two are alike. Whether you fill its archival plastic sleeves with your favorite scrapbook layouts or family photos, keep daily receipts and reminders in its weekly planner, or use it to plan your dream wedding, **MyBook make it yours** – the perfect way to get your whole world in sight!

MyBook – The Adaptable Planner has front and back see-through covers and 12 transparent sleeves with inkjet photo paper so you can slip-in photos of your family, friends, pets and more. Add your own artwork, your child's drawings or a pop-art collage. Use the handy pocket pages to save travel expenses, recipes or bills. Fill it with pictures of the kids to make a great gift for grandparents. Whatever you decide, you can truly make it your own.

In addition to a full weekly planner for 2007, **MyBook** also contains helpful reference pages, so you can keep your schedule close at hand or journal your memories as they happen.

MyBook – The Adaptable Planner is brought to you by the creative minds at Per Annum, Inc., whose unique City Diaries have been keeping the world informed, resourceful and organized for over 27 years.

Visit our **Booth #1476** at **memorytrends** Las Vegas to see MyBook in action. Preview samples will be available the week of August 7th, 2006. Email press@perannum.com to request yours today!

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