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****FOR IMMEDIATE RELEASE****

Spellbinders' Nestabilities™ Collection Turns 1!

Innovative and much sought-after die collection celebrates exceptional first year

Peoria, AZ – July 2008 – To celebrate a tremendous first year for Spellbinders' Nestabilities™ Collection nested die sets, Spellbinders debuted many of their newest releases via an unprecedented two-week 'Sneak Peek' using their Design Team Blogs. The new dies will officially debut at the Summer Craft and Hobby Association Show in Rosemont, IL, July 18-20, 2008, at Spellbinders booth #3909.

In addition to an exclusive peek at these new dies, blog visitors discovered innovative project ideas and were eligible to sign up during specified times for a chance to each day's featured die, and entering to win a Grand Prize package worth \$600 ... **a NEW Raspberry-colored Wizard and \$500 in Spellbinders dies!**

Over the two-week sneak nearly 22,000 consumers entered to win the daily dies, and roughly 10% of those visited all 14 Blogs to become eligible for the Grand Prize. All the winners have been notified and the complete list is available at www.spellbinders.us.

"Throughout the sneak we received outstanding feedback," commented Spellbinders President Stacey Caron. "There really is no other product out there like our 3-in-1 die templates, and it is very rewarding when consumers discover their own creative abilities through our Spellbinders product line."

EDITORIAL NOTES: Hi-resolution images of the new dies and projects created with them, as well as review samples of Spellbinders product can be requested by contacting Amy Romano at 480-577-9989 or by email at amyandcompany@cox.net.

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About Spellbinders

Spellbinders Paper Arts entered the craft and hobby market in 2003 with the introduction of the Wizard® Universal Craft Tool and a unique, patented collection of dies unlike any introduced before - or since. Spellbinders Paper Arts manufactures, markets and sells the Wizard, and more than 250 patented and patent-pending products under the following trade names: *Nestabilities™* - nested dies offering cutting and embossing capability in ¼" and 1/8" increments; *Edgeabilities™* - window and charm cutting dies; *Shapeabilities™* - the first free-formed shape dies, offering the ability to cut or emboss in the center of cards and in any orientation; *Megabilities™* - extra large dies; *Poseabilities™* - offering poseable dies; *Spirellabilities™* - spiral wrapping dies, and *Impressabilities™* red and clear rubber stamps. In 2008, the Spellbinders family of dies expanded to include *Pierceabilities™* - dies and coordinated templates for paper piercing; *Borderabilities™ Petite* – 5 ½" card making dies featuring one-cut edges and elegant embossing detail; *Borderabilities™ Grand* – 12" scrapbooking dies to create full-page borders; and *Shapeabilities™ Nested Sets* – incrementally sized shaped dies.

**What are Consumers Saying ...
about Spellbinders' Two-Week Reveal and the newest die releases?**

I have had so much fun the past 10 days viewing all the wonderful new dies that we will be able to buy soon. Each day brings yet another one to drool over & some of the most beautiful cards & cleverest ideas I can imagine. Yours today has not disappointed me! Your ideas have sent my head going in about 4 directions thinking of ways to put your creations to use! Thank you!!

Anonymous

I own several sets of the shapes of Nestabilities and I just love them. I can't wait to play with this Petite Rose Border set.

**Holly B.
Temple, TX**

Wow! I am so excited!!! I love all of the new Spellbinders dies. I can't wait for them to go on sale. The hard part will be deciding which one I will purchase first. They are all so versatile. I am working on a wedding scrapbook album for my daughter's best friend and these frames will make a lovely addition. Thank you again and keep up the good work on all of your amazing products.

**June S.
Elgin, IL**

I have several sets of the Nestabilities, as well as some individual dies, and I absolutely love them. They are so easy to use, even in my Big Shot machine, and the quality of the cuts and embossing is outstanding. One of the many things I like about them is being able to see exactly where the cut will be. All of the dies are a great value for the price and storage is not a problem at all. They have been a wonderful addition to my tool collection and I'm sure I will be adding more very soon!

**Jackie P.
Concord, NH**

The Spellbinders dies can be used for so many different projects. Now that they have added so many new dies, the possibilities are truly endless! Thank you for a wonderful product.

**July T.
Mondovi, WI**

I love Spellbinders. I can't wait to see the new reveal each day, to drool! They are all so ... awesome. What a great product design team you have. Thank you for letting me be part of Spellbinders' reveals. Happy Birthday Spellbinders! And to many more birthdays!

**Regina H.
St. Albert, Alberta, Canada**