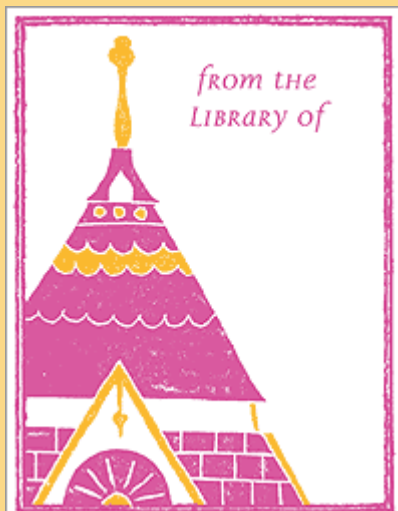


**From:** Lynne Willis [lynne@spotbear.com]  
**Sent:** Friday, October 01, 2004 11:34 AM  
**To:** 'lynne@spotbear.com'  
**Subject:** The Gift of Bookplates



**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:**

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**Subject: THE GIFT OF BOOKPLATES: Spotbear Productions offers an innovative solution – bookplates – to help calm the holiday-season gift-giving craze.**



Oct. 1, 2004 - San Francisco, CA - Designer Lynne Willis and her San Francisco-based company, Spotbear Productions, offer charming bookplates as the solution for the never-ending search for the perfect gift.

Spotbear's bookplates are defined by their original designs, made from hand-carved linoleum blocks, celebrating San Francisco's Victorian houses. The result is elegant bookplates that fulfill the need for the ever-elusive inspired, affordable, unique, artistic, and thoughtful present.

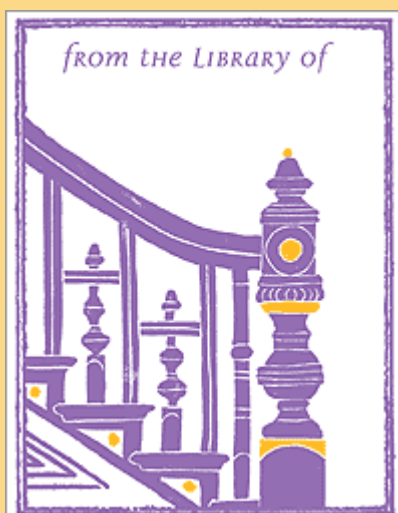
Printed on peel-n'-stick paper for easy use, these bookplates both identify the owner of books and make a personal statement – reflecting the owner's tastes and interests. In addition, the gift of bookplates is the gift that keeps on giving. They give ongoing peace of mind – allowing a book lover to loan out a book, hope the book will be enjoyed, and know that they will get the book *back!*

Spotbear's bookplates are the perfect gift idea for:



- Gifts under \$10 (or \$25 or \$50)
- Avid readers
- Colleagues
- Hostess gifts
- Book-club members
- Stocking stuffers
- Teachers
- Book collectors
- Architecture-aficionados

Bookplates are available in sets of eight for \$7.



The bookplates are part of Spotbear's second collection, dubbed "The Porte-Cochere Collection," which features blank cards, everyday greeting cards, sets of postcards, and bookplates. The collection is named for the elegant Victorian porch that provided protection from the elements for visitors arriving by carriage.

Spotbear Productions' products can be found in San Francisco and across California; as well as Colorado, the District of Columbia, Illinois, Massachusetts, Minnesota, New Jersey, New York, Ohio, Oregon, Tennessee, Washington, and Ontario.

**NOTE TO EDITOR:** Low-resolution images may be viewed on website. High-resolution versions are available upon request.