



BRIDES SIGH WITH RELIEF AS DNA INPRINT CREATES A FUN & SEXY TWIST ON A WEDDING TRADITION

VANCOUVER, May 1, 2003 – Vancouver-based giftware manufacturer and greeting card innovator, DNA inprint has breathed new life into the ‘something blue’ wedding day tradition. New to DNA’s line of wedding accessories this spring is the playful and sexy *Something Blue Tattoos™*.

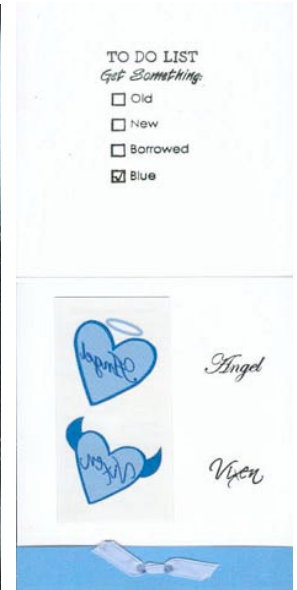
It’s spring and it’s Wedding time. After months of planning and painstaking preparation comes the search for the final details. In desperation, brides often use the standby handkerchief or garter to satisfy the ‘blue’ of the something “old, new, borrowed, *blue*” tradition Ho-hum! *Something Blue Tattoos* are for brides who want a modern and fun twist on a timeless tradition. Brides can choose the tattoo that best suits their mood or show both sides of their personality: *vixen and angel*. They are also great for bridal showers & the women in the bridal party.



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Getting a tattoo and getting married have more in common than most would think - In their permanence they both involve throwing caution to the wind and taking the plunge! While DNA can’t promise that this temporary solution will ensure a permanent marriage, it will certainly set it off to an exciting and fun start. *Something Blue Tattoos* are refreshingly fun with a hint of naughtiness that will delight your new husband when discovered.

Something Blue Tattoos come pre-packaged in a cute folded booklet with adorning ribbon (size: 3.6” x 4.2”) and are available at select retailers or to customers online through www.dnainprint.com (retail \$6.95).

DNA's elegant metal magnet line lends so well to the needs of brides and grooms that they have expanded their products to meet the custom needs of wedding couples with invitations, favours, albums, guest books, and now, *Something Blue Tattoos*. In addition, DNA now offers customized birth announcements through their Paper Crush line.

About DNA inprint:

DNA inprint has been at the forefront of creative and imaginative stationery products since 2000. Their signature line of sophisticated magnets and magnet greeting cards are handmade using silver and copper metals and original artwork to create elegant and design-oriented gifts and stationery that extend beyond the ordinary.

Launched in January 2003, their newest collection of greeting cards, Paper Crush, is a colourful and fun collection that offers both suspense and excitement by way of a hidden message under a lift-up window on the card front.

With a strong commitment to the environment, DNA uses premium recycled cardstock and envelopes and earth friendly processes to produce their fine line of magnets and stationery. DNA inprint produces and manufactures giftware out of its headquarters in Vancouver, British Columbia.

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