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MEDIA RELEASE
See images attached.

Be delightfully offensive – Spirit Publishing launches new OplusD birthday card range

Boutique greeting and giftware company, Spirit Publishing, has added a fresh and delightfully offensive all occasion card range to its humour stable, *O plus D* (offensive + delightful).

This very cheeky range should have a warning label attached. The language is very explicit and lets you say what you're thinking and get away with it.

Some great lines from the 56 pocket spinner range include: *'Life is beautiful especially when you have a shitload of cash'*, *'less thinking more botox'*, *'I am so fucking in love with you'* and *'happy birthday to one fierce bitch'*.

The unique factor is they are smaller than the average card at 16.5cm x 9cm, and each card is wrapped in a transparent cello sleeve.

Cards are sold at \$5.50 each and will be available from July 2010.

Established in 2001, Spirit Publishing core card range is humour based which the company calls the true profit centre of cards. *O+D* is another example of how Spirit is moving with the times by providing a timely, humorous and exceptionally funny card range.

Spirit distributes to department stores, bookstores, high end newsagencies and specialty gift stores throughout Australia.

To view the entire O+D range visit
<http://spiritpublishing.biz/collection/offensive--delightful>

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