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SHAPEWAYS

Shapeways Introduces the Ring Poem -- Design and Make Your Own Napkin Ring With a Twist

3D Printing for Everyone Reaches a New Level of Personalization With New Products for the Holidays Including 3D Designed Napkin Rings and Ornaments

EINDHOVEN, THE NETHERLANDS -- (MARKET WIRE) -- 12/03/08 -- In an inspiring addition to its Creator portfolio, today Shapeways introduced the new fully customizable Ring Poem, a holiday-themed 3D generated product that features enduringly elegant design just in time for the holidays. Especially for the holiday season, the Ring Poems will be available in a festive silver color at no additional cost for a limited time until the 8th of December, getting them to your home right in time before Christmas.

The new Shapeways Ring Poem, 3D printed text formed napkin rings, makes any dinner occasion extra special and memorable. Bringing 3D into reality, the new Ring Poem Creator allows you to add your own text that wraps around to create a truly personalized touch for any holiday gathering. The Shapeways Christmas product line also includes exclusive ornaments and iconic creations brought into reality only at Shapeways.

<http://www.shapeways.com/christmas/>

Shapeways Creator enables everyone, without 3D design experience, to create their own unique merchandise by customizing inspiring designs with their own personal creativity in an easy and fun way. The web-based Creator application enables you to make anything from lamps with a personal message, personalized napkin rings to fruit bowls linking back to memorable moments. Shapeways Creator products are produced and delivered globally within 10 working days.

"During this special time of year, people are looking for items with a personal touch. These could be truly unique gifts or nice decorative items," comments Peter Weijmarshausen, CEO of Shapeways. "At 5-10USD, including shipping, the Ring Poem makes it possible for everyone to experience the power of 3D printing."

To experience the new Shapeways Creator and the Shapeways community, log-on to:

<http://www.shapeways.com/>

About Shapeways

Shapeways is the first 3D printing and production community. Harnessing the power of a creative community and a global network of production service partners, Shapeways ensures the most cost-efficient, reliable manufacturing and order fulfillment for digital manufacturing today. Shapeways is spinning-out from the Lifestyle Incubator of Royal Philips Electronics, located in Eindhoven, The Netherlands.

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