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IDEAS TAKE FLIGHT AT NEW ONLINE CRAFTING COMMUNITY ***SpottedCanary.com - A New, Free Social Media Community For New and Seasoned Crafters***

CLIFTON, NJ (August 25, 2009) – Whether needing artistic inspiration, sharing projects or connecting with other creative birds, crafters can now flock to SpottedCanary.com – a fully comprehensive online social community centered around crafting, including scrapbooking, paper crafting, stamping, jewelry/beading, kids’ crafts, needlework and paint crafts. A resource for both the new and seasoned crafter alike, SpottedCanary.com features everything from tips and tools for how to get started, to endless ideas and inspirations for the avid enthusiast.

Specific site features include:

- **Craft Spot**: Visitors can sign up to become members of the Spotted Canary community for free and create their own “Craft Spot” where they can upload and keep track of projects, invite and share with friends, rate other member’s projects, and revisit their favorites places on the site via their personal bookmarks.
- **Creative Gallery and Articles**: Hatch some new ideas and get detailed how-to instructions in this extensive online gallery where thousands of projects are organized by theme, project level, date and source.
- **Blogs**: Containing ideas and musings from the nest, learn what other Spotted Canaries are singing about. From planning a theme party, to learning Nifty & Thrifty ideas, our team is always on the look-out for tips and stories.
- **Flock Forum**: Members can flock to Spotted Canary’s message boards to learn more about specific crafts, ask questions, discuss techniques and meet other creative birds.
- **Tip of the Day**: Take a daily flight to Spotted Canary for an inspiring Tip of the Day, such as organizing tips, new and creative uses for crafting products, and budget-friendly home décor projects.
- **Share with Others**: Post projects for other members to see or use the share option to show others on Facebook, Twitter, Digg, or your favorite social media site, what’s interesting on Spotted Canary.
- **Video Tutorials**: Watch as the Spotted Canary team demonstrates tool tutorials and shares helpful techniques..
- **Contests**: Members have the opportunity to win exclusive prizes from Spotted Canary’s sponsors and participate in weekly surveys.
- **Earn Feathers**: Spotted Canary rewards members for being active participants in the online community. As a member becomes more active, the more points and feathers earned, allows more options to personalize his or her profile and achieve an upgraded status.

Spotted Canary is sponsored by EK Success Brands (www.eksuccessbrands.com) – the leader in the creative consumer products industry. As a result, the community is free of advertisements, allowing site visitors to enjoy content without the distraction of banner ads. In addition to an advertisement-free environment, EK Success Brands provides years of relevant craft expertise, projects and content on Spotted Canary.

“As a leader in the creative products industry for more than 30 years, EK Success Brands is at the forefront of fostering and building creative minds through education, innovation and inspiration,” says Andrea Silva, Director, Consumer and Interactive Marketing for EK Success Brands. “Through the help of our talented creative design team, SpottedCanary.com allows us to share our extensive library, knowledge and crafting passion directly with our customers, while also connecting crafters of all levels and interests with each other.”

To join the Spotted Canary flock, visit www.spottedcanary.com. Crafters also can join the Spotted Canary community by visiting www.twitter.com/spottedcanary or the Spotted Canary Facebook page, <http://www.facebook.com/pages/Spotted-Canary/99277816415>

About EK Success Brands

EK Success Brands (www.eksuccessbrands.com) is a creative consumer products company with the leading market position in the \$3.0 billion scrapbooking segment of the U.S. craft industry. EK Success Brands consist of nationally recognized and respected products in the industry, such as K&Company, Martha Stewart Crafts™, Inkadinkado®, Dimensions Crafts, Jolee’s®, Sticker®, and Perler. EK Success is a division of Wilton Products Inc..

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