



Kindo.com

Kindo Brings the Best of the Web to Families Around the World

New Family Site Announces Partnerships with Moo, Photobox and Arena Flowers

LONDON, December 12th, 2007— **Kindo today announced partnerships with Photobox, Moo and Arena Flowers. The companies join forces to offer their popular services to families, across countries and cultures.**

"Photos are central to families' memories, and with Kindo we can get in touch with families all over the world" says Stan Laurent, CEO of Photobox/Photoways, Europe's leading online photo printing services in Europe.

Arena Flowers is another great match with Kindo - not only because everybody loves flowers, but because it has a sense for social responsibility, shared by Kindo. "All our flowers comply with the recommendations of the 'Fair Flowers Fair Plants Organisation'. We're a young company, but we think about social responsibility from the start, and so does Kindo" says Will Wynne CEO of the leading online florist in the UK.

The cooperation starts with a dedicated page within Kindo, where users can buy products from amongst others Moo, Photobox, and Arena Flowers as gifts to their family members. More integrated offers are planned for the future.

About:

Founded in 2007, London-based Kindo is an internationally-focused web-based family networking platform that spans generations. On Kindo users can build their free next generation family tree and stay in touch. Kindo is backed by experienced VC's and available in 11 different languages.

Moo.com dreams up new tools that help people turn their virtual content into beautiful print products for the real world.

The Photoways group was founded in 1999 in France and merged with PhotoBox UK in 2006. It pioneered in Europe with online printing, storing and sharing services for photos before extending to innovative products such as photobooks, calendars and greeting cards.

Arena Flowers is the leading online florist in the UK, offering high quality flowers from around the world at excellent prices.

- The Kindo Site: <http://kindo.com/index.php/gifts/>
- Press information: <http://kindo.com/blog/press/en>

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Available in
11 languages!

Kin·do \ˈkin-dü\ n. m. 21st c. — derived from *kin* as in kinfolk and *do* as to be active or to execute; Literally meaning „what your family is doing“.