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Boba Zilla
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RE: TK MAXX.
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RE: Who Collects
lordstarwars
30/07/07 20:45

POLL

What did you enjoy most about Celebration Europe?

○ Collector Talks
○ Exclusives
○ Exhibits
○ Making friends
○ Meeting Stars/Autographs
○ None of the above

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Star Wars Celebration Europe - follow our coverage here to read all about what went on and to view our image gallery!

Lucasfilm Ltd. and Get Solo™ Introduce Star Wars™ Social Networking Cards

Reported by Adam on 25 Jul 2007 17:39

SAN DIEGO, CA — July 25, 2007 - For 30 years, *Star Wars* fans have escaped the confines of this galaxy by living in the virtual world born from the mind of filmmaker George Lucas. Today at Comic-Con International: San Diego, Lucasfilm Ltd. and Get Solo, LLC announced they have joined forces to help enthusiasts express their passion for the saga by creating personalized *Star Wars* Social Networking Cards that fans can proudly exchange. Get Solo, a provider of innovative marketing media and solutions, is taking orders for the cards starting today at starwars.getsolo.com.

"Millions of people of all ages have a deep bond with the characters and stories of *Star Wars*. These new products are unique, because they capture that personal connection. Fans will find the social networking cards to be a fun way to express themselves when meeting other fans, because they can personalize them with their favorite *Star Wars* images, include interesting personal information, and even build a collection," says Howard Roffman, President of Lucas Licensing.

Star Wars Social Networking Cards provide a stunning and more personal alternative to traditional business cards for true fans who want their own customized 'calling card'. Cards can be tailored by selecting from 75 full-color images from the films for the front, and can be personalized to include interesting facts and personal contact information. Fans can create cards for themselves, and as a gift for a friend or a family member. They can be exchanged at events, parties and school to make new friends and promote oneself, or even one's virtual self.

Fun and Convenient Personal ID
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"The event season is hot right now, and we can see why fans will be very excited to get and hand out their cards. Hundreds of thousands of people attend events like *Star Wars* Celebration IV, Celebration Europe and Comic-Con International every year, because they love to meet other fans. Most keep in touch long after the show is over, and cards like these are a fun and convenient way to make those new friends," says Mary Franklin, Events Manager at Lucasfilm.

Bridging the Online and Offline Gap
The internet is teeming with ways to express oneself. E-mail, blogs, instant messaging, MySpace.com, YouTube.com and other innovations have created a new foundation for free speech and broadcasting. Social Networking Cards from Get Solo are a perfect way to take that phenomenon offline, and to promote favorite online links or share key information with others. For fans who participate in reality games, cards can even be created for their characters or avatars.

"Online, there are many ways to promote, build and join a social network. However, people told us that when they meet, they want a more convenient way to drive people to their favorite web destinations, and to invite others to join their social networks. The desire to bridge that gap is what drove us to create Star Wars Social Networking Cards. Fans are incredibly excited," according to Ashesh Shah, founder and Chairman of Get Solo.

Regardless of one's online passions, one thing is true - interaction with others is what makes the experience the most vibrant. Voicing personal opinions, sharing information and demonstrating creative flair requires an audience and feedback to be fulfilling. That need for a community is exactly why social networking is so hot. With these new cards, now people can experience that thrill every time they meet someone in person.

Available Now
Star Wars Social Networking Cards are available in quantities of 100, 500 and 1,000 for as little as $29.99 (shipped). To order cards, visit: starwars.getsolo.com.

About Lucasfilm Ltd.
Lucasfilm Ltd. is one of the world's leading movie and entertainment companies. Founded by George Lucas in 1971, it is a privately held, fully integrated entertainment company. In addition to its motion-picture and television production operations, the company's global activities include **Industrial Light & Magic** and **Skywalker Sound**; **LucasArts**; **Lucasfilm Animation**; and **Lucas Licensing**. Additionally, **Lucas Online** creates Internet-based content for Lucasfilm's entertainment properties and businesses.

About Get Solo, LLC
Get Solo is a privately held company that provides unique marketing solutions and member services for organizations. Get Solo is revolutionizing how personal business is conducted, by providing fun and convenient ways to identify oneself and exchange personal information. With its innovative technology and marketing expertise, Get Solo can help organizations create unique social networking, promotional and loyalty marketing solutions that build brand awareness and drive revenue.

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I have been advised that shipping is available internationally, but at the moment the site is not geared towards calculating the necessary rates. Please contact starwars@getsolo.com with any requests about shipping to the UK. As soon as we get any further information on this, we'll be sure to let you know

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