



Company Fact Sheet 2010

Overview: ArchivaLife™ is a privately held, San Diego-based manufacturer of archival-quality memory keepers. ArchivaLife's quality, durable, leather textured keepsake books enable users to document their life using ArchivaLife's patent-pending, decade-by-decade timeline. ArchivaLife can be used for a meaningful family project or to create a treasured legacy for future generations. ArchivaLife is perfect for memoir writers, genealogists, and scrap bookers, as well as extended family members, parents, grandparents – anyone who wants to capture personal or family history.

Year Founded: 2009

Philosophy: Our passion at ArchivaLife is to provide individuals with the means to share memories with their families and loved ones, and engage in meaningful conversations today while providing a legacy for future generations.

Products: ArchivaLife is an attractive, premium-quality memory keeper that makes recording life experiences fun and easy by using prompts in multiple life categories including schooling, career, hobbies, friends, family, faith and much more. The key is ArchivaLife's patent-pending timeline, which exists in no other scrapbooking or memory keeper product. It is a visual depiction of one's life – decade-by-decade – which allows the user to focus on details that are often missed with scrapbooking, simple memory books, genealogy charts, or photo albums alone.

The ArchivaLife™ LifeLines Edition and the ArchivaLife™ Classic Edition provide an attractive and easy to follow format that enable users to capture meaningful moments in time in as little as a few minutes, making it effortless and fun to update.

The Classic Edition also includes a 12" x 12" photo scrapbook album and an archival case that fits most bookshelves and protects the memory keeper package for generations to come.

Consumer Markets Served:

- Genealogists
- Memoir writers
- Scrapbook enthusiasts
- Middle-aged adults with senior parents
- Seniors
- Parents and grandparents

Distribution: ArchivaLife products are sold directly to consumers through the company's Website (www.ArchivaLife.com) and through select gift stores, specialty shops, and crafts and hobby stores in California, Nevada, Kansas, Maryland, Wisconsin, and Canada.

Key Management:

- Bill Burch, Founder and CEO
- Jim Eastin, Vice President of Sales and Marketing

Corporate Headquarters:

11234 El Camino Real #100
San Diego, CA 92130
877.982.7244 office
858.509.3233 fax

Website: www.ArchivaLife.com

Facebook: www.facebook.com/ArchivaLife

Sales Contacts:

Jim Eastin
Jim@ArchivaLife.com
480.325.6668

Bill Burch
Bill@ArchivaLife.com
858.794.2155
858.354.0765 mobile

Media Contact:

Bonnie Shaw
Bonnie@clearpointagency.com
858.724.2500