



Lulu Acquires Replay Photos to Expand Publishing and Photo Specialty Content Offerings

[Lulu](#), the pioneer in independent publishing, today announced the acquisition of [Replay Photos, LLC](#), the industry leader in bringing licensed sports and professional photography and wall art products directly to consumers. The acquisition enhances Lulu's breadth of self-publishing and photo-rich product offerings while extending Replay Photo's legacy of offering professional photography content to consumers in a number of printed formats including home décor, framed art and canvas.

Through licensing agreements with the Associated Press, Getty Images and numerous professional and collegiate sports organizations, Replay Photos has the unique ability to offer hundreds of thousands of images to consumers via online and retail outlets. The broad suite of content includes landscapes, historical prints, fine art and professional photography from collegiate and professional sports teams.

"Replay Photos' exclusive imagery and subject matter can be leveraged across Lulu's photo-specialty and publishing product lines to create a level of personalization and localization that does not exist in the market today," said Tom Bright, president and chief executive officer of Lulu. "We are excited to continue offering people a means of showcasing and expressing their enthusiasm for history, nature, sports and many other topics through professional and personalized art."

Together, Lulu and Replay Photos empower people to express their passions and tell their story in new and meaningful ways. Professional photography of memorable events can be selected based on an individual's enthusiasm for a topic, team or pastime and combined to create a powerful method for communicating these passions just as Lulu's self-publishing offerings allow individuals to create and sell books to tell great stories, share knowledge and build brands.

"We're pleased to become part of Lulu, a company known for innovating how consumers access and explore digital content in the form of books and art," said Sue Harnett, president and founder of Replay Photos. "We are excited to join the Lulu family and look forward to future growth as we introduce Replay to new audiences and continue to expand our image-based offerings through personalized and localized consumer products."

For more information, please visit: www.lulu.com and www.replayphotos.com.

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About Lulu

Since 2002, Lulu has enabled authors in more than 225 countries and territories to self-publish nearly two million publications. Our industry-leading tools and global community help authors hone their craft and publish printed books or eBooks for free, then sell them around the world via multiple channels. At Lulu, authors are in control, owning the rights to their works, setting their own price and keeping up to 90 percent of their book profits. Lulu is also the innovative engine that powers Picture.com.

About Replay Photos

Since 2003, Replay Photos has become an industry leader in utilizing technology to bring licensed sports and professional photography and wall art products to consumers. Replay Photos works with professional sports leagues, more than 140 collegiate brands, Associated Press and Getty Images to sell sports wall art to consumers online.