



## FACT SHEET

Say hello to Merit Medals™: the first greeting cards with removable, keepsake mementos for pinning or hanging.

Merit Medals Inc. has a mission to grow gratitude to new levels of appreciation. It's more than a card – it's a product that surprises and delights. Each card includes a beautiful medal with a descriptive name and special citation.

Medals are organized into distinctive collections. For example, the Holiday Heroes™ collection becomes the perfect 'thank you' for party and event hosts. The Christmas Kindness™ collection is organized around memorable family traditions.

### PRODUCT OVERVIEW:

- **Greeting Card:** folded card with a window that frames the medal (5" x 7")
- **Merit Medal:** proprietary lapel pin design with a polished finish (0.9" x 1.8")
- **Custom Envelope:** matching A7 envelope with an embossed Merit Medals logo
- **Information Insert:** overview of the product plus a bar code for retail sales
- **Protective Sleeve:** packaged in a clear bag for retail display

Merit Medals incorporates a unique *FlexClasp™* design. The proprietary feature includes a *removable nail* and a *jump ring* that can be used with a small hole at the top of the medal. For pinning onto a garment, just insert the nail and use the enclosed clutch as a backing. For hanging from a necklace or keychain, simply use the jump ring to attach the medal. Utility and design patents are pending.

Merit Medals™ will debut to the trade at the National Stationery Show® in May 2016. Products will be available for retail purchase in August 2016.

**Suggested Retail Price:** \$8.95

**Philanthropy:** Merit Medals Inc. is a Public Benefit Corporation and will be offering low-cost custom greeting card programs to non-profit organizations to support their missions.

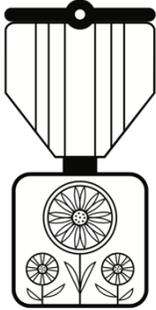
**Website:** [MeritMedals.com](http://MeritMedals.com)

**Social Media:** [facebook.com/MeritMedals](https://facebook.com/MeritMedals)  
[instagram.com/MeritMedals](https://instagram.com/MeritMedals)  
[twitter.com/MeritMedals](https://twitter.com/MeritMedals)

**Founder:** Steve King  
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## DEBUT COLLECTIONS



### Always Flowers

Flowers have a language. Each medal and card focuses on a friendship virtue – expressed through a flower – that allows you to thank a friend with purpose and sincerity.



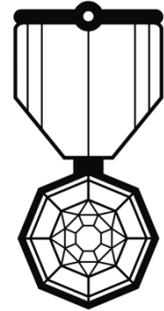
### Super Scholars

Recognize key achievements in the classroom of young heroes. The distinctive line incorporates friendly owls for a whimsical and cohesive collection.



### Incredible Influencers

Say ‘thank you’ to colleagues, collaborators, and others that have made an extra effort to guide and impact your life.



### You Are a Gem

Personalize the reason for giving with gemstones! The twelve medals match the birthstones for the months of the year and make for a perfect birthday card.



### Holiday Heroes

Acknowledge those who know how to celebrate and create parties to remember. It’s the perfect award and way to express gratitude to an event host.



### Christmas Kindness

Celebrate the many traditions of Christmas. Show appreciation to those that put in the work to bring a smile to everyone’s faces.