

The logo for someecards, featuring the word "someecards" in a lowercase, sans-serif font. The letter "e" is replaced by a black circle with a white horizontal line through its center.The logo for HappyPlace, featuring the word "HappyPlace" in a bold, red, sans-serif font with a white outline and a drop shadow effect. A small "TM" trademark symbol is located to the right of the word.

## Someecards Finds its Happy Place Humor Ecard Site Starts Phase II of World Domination

New York, NY (July 6, 2011) -- Someecards.com announced today the launch of its new comedy Web site, HappyPlace.com. The new property will focus on smart, funny topical content, and comes as a natural progression in the irreverent ecard brand's expansion.

In July 2010, someecards began extending its sensibility beyond the successful ecard model to other forms of content, posting original and aggregated material in the form of lists, photos, or a round-up of the day's funniest tweets. In less than a year, traffic increased by 400%. Currently, someecards draws over 5 million monthly users worldwide.

"HappyPlace is dedicated to a wide range of short-form funny content. If you can barely get through reading a paragraph, this is the site for you," said Duncan Mitchell, HappyPlace/someecards co-founder. "The goal is to keep growing the audience, continue creating new types of content, and eventually be the only site left on the Internet."

HappyPlace.com is updated throughout the day with original humor content and material from around the Web or submitted from users. That includes videos, tweets, Facebook "fails," and lots of other quick laughs. Similar to the someecards user section, readers can also upload their own funny content in the "user posts" section and the best will be featured on the homepage. Someecards.com will remain an ecard Web site, where readers can find original, hilarious cards for any occasion, or make their own with the card creation app.

Since its creation in 2007, someecards has firmly taken its place as a pop culture authority on everything from sports to politics and Christmas to Ramadan—and not simply among the young, hip, socially-savvy audience that appeals to advertisers. Someecards has also become a reference source for mainstream outlets like the Wall Street Journal and The Associated Press, as well as a humor content source for countless small sites and aggregating titans like Huffington Post.

The brand's increasingly wide appeal among sweet-spot readers and major media players alike, speaks to the company's latest endeavor. "The name 'Happy Place' felt like a perfect summary of the offering," says Brook Lundy, HappyPlace/someecards co-founder. "It goes beyond just 'comedy site' and speaks more to the fact that we get the ups and downs of your day and know that a lot of it is somewhat drearily spent online. So whenever you're hating your job,

annoyed at your love life, or just desperately in need of a laugh, come to your HappyPlace—we're always open.”

-----

[www.someecards.com](http://www.someecards.com)

[www.happyplace.com](http://www.happyplace.com)

Contact Info:

Duncan Mitchell

[press@happyplace.com](mailto:press@happyplace.com)

[advertising@happyplace.com](mailto:advertising@happyplace.com)

[info@happyplace.com](mailto:info@happyplace.com)