

## ElfYourself.com is Back!

November 29, 2011

### The Most Loved Viral Holiday Website in History Adds New Funk Video Featuring Singing and Dancing Elves

NAPERVILLE, Ill., Nov. 29, 2011 /PRNewswire/ -- The most loved viral holiday website in history is back! OfficeMax<sup>®</sup> Incorporated (NYSE:OMX), a leader in office supplies, [technology products](#) and services, has brought back its free holiday eGreeting site, [ElfYourself.com](#). Powered by JibJab.com, the leader in personalized online entertainment, ElfYourself.com allows users to transform themselves, family, friends and colleagues into jolly dancing elves just in time for the holiday season.

OfficeMax's ElfYourself.com offers nine customizable dancing elf videos including a new video titled "Funk," in which the elves dance and sing to an ElfYourself version of the Charles W. Wright song, "Express Yourself." Other popular dance videos include Elf Classic, Disco, Country, Hip-Hop, Singing, Charleston, 80s and Surf.

Each ElfYourself video can be personalized with up to five photos and shared via email, Facebook, Twitter, blogs, or embedded into a website.

"OfficeMax is delighted to once again bring back the holiday tradition of ElfYourself to help spread cheer in a way that is entertaining, engaging, and that features the user as the star," said Michael Lewis, executive vice president and president of retail at OfficeMax. "Our personalized dancing elves are such a big part of holiday festivities for people world-wide. We look forward to seeing the many ways that people celebrate the season with ElfYourself this year."

"We're in the business of making things that make people laugh," said Gregg Spiridellis, [JibJab's](#) co-founder and CEO. "We're thrilled to be working with OfficeMax again this year to deliver millions of holiday smiles around the globe with ElfYourself."

#### Personalized Holiday Elf Gifts

While at ElfYourself.com, shoppers can check out the store to put their favorite elves on personalized holiday gifts and stocking stuffers that the whole family will love. Holiday DVDs can capture the family in all nine ElfYourself dances. Or, feature personalized elves on holiday-themed mugs, ornaments, magnets, puzzles, blankets, mouse pads, posters or print greeting cards. Custom ElfYourself gift items start at \$7.99.

#### Most Loved Viral Holiday Website in History

Since ElfYourself debuted in 2006, people all over the world have used the popular holiday website to create more than 474 million customized elves.

#### About OfficeMax

OfficeMax Incorporated (NYSE: OMX) is a leader in both business-to-business office products solutions and retail office products. The OfficeMax mission is simple. We help our customers do their best work. The company provides [office supplies](#) and paper, in-store print and document services through OfficeMax ImPress<sup>®</sup>, technology products and solutions, and furniture to businesses and individual consumers. OfficeMax customers are served by approximately 30,000 associates through direct sales, catalogs, e-commerce and nearly 1,000 stores. Since 2007, OfficeMax Goodworks programs have served communities and schools, contributing more than \$14 million in grants and supplies to support teachers and classrooms. To find the nearest OfficeMax, call 1-877-OFFICEMAX. For more information, visit [www.officemax.com](#).

#### About JibJab

JibJab makes things that make people laugh. From offbeat Sendables<sup>®</sup> eCards to personalized Starring You!<sup>®</sup> videos and satirical viral videos, JibJab is on a mission to help more people share more laughs than any other company in the history of the world. With over 100 million visits to its websites in the past twelve months the company is well on its way to doing it. For more information, please visit <http://blog.jibjab.com/about/>.

"Express Yourself" written by Charles W. Wright

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