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I See Me! Personalized Gifts and Books Acquired by The McEvoy Group

San Francisco, CA (May 6th, 2014) The McEvoy Group LLC, a San Francisco–based media company whose publishing properties include Chronicle Books, Princeton Architectural Press, Galison/Mudpuppy, becker&mayer!, and Smartlab Toys announced today that it has acquired Minneapolis–based I See Me!, the premier publisher of children’s personalized gifts and books, from its founders, Maia and Allan Haag. With this acquisition, The McEvoy Group now includes among its companies the market leader and pre-eminent source for personalized children’s books and gifts. In addition, it builds upon the personalized books and gift line of Chronicle Books, one of the world’s most acclaimed illustrated publishers. Its MyChronicleBooks line was launched in 2012 and includes personalized books of internationally bestselling authors and illustrators.

Launched in 2000 to celebrate children’s individuality and build their reading and cognitive skills, I See Me! leapt to the forefront of personalization publishing, receiving multiple industry awards and garnering high-profile media coverage, as well as a celebrity fan base that includes Courtney Cox, Brooke Shields, Rachel Zoe, and Jessica Alba.

“We believe that Chronicle Books’ and The McEvoy Group’s commitment to high-quality, distinctive books and products is a strong fit with our own passions for the magic we can offer children through a love of reading and building their self-esteem,” say Maia and Allan Haag, co-founders of I See Me! Personalized Books and Gifts. Both will remain with I See Me!, where Maia Haag is President.

“We’re excited to welcome I See Me! to our family of companies,” says The McEvoy Group founder and CEO, Nion McEvoy. “We believe that together with Chronicle Books’ growing personalized publishing program, MyChronicleBooks, we will provide the best and most innovative personalized publishing and gifts in the market.”

Jack Jensen, The McEvoy Group President adds, “Personalization is a rapidly growing publishing category, and consumers are becoming increasingly more discerning with regards to both content and design. We are fortunate to be joining forces with the dynamic and highly talented I See Me! team.”

I See Me! will remain headquartered in Minneapolis.

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About I See Me!

I See Me! is the leader in the personalized book market, with millions of copies sold through its website www.iseeme.com and high-end retailers. With a customer base in the hundreds of thousands, I See Me! has continued to expand sales by developing personalized puzzles, coloring books, growth charts and other personalized products that feature the colorful and distinctive art from their beautiful books.

About The McEvoy Group

The McEvoy Group is a San Francisco–based media company whose other holdings include the publishers Chronicle Books, Princeton Architectural Press, Galison/Mudpuppy, as well as the book packager becker&mayer! and Smartlab Toys, an educational toy developer and manufacturer.

For Further Information

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