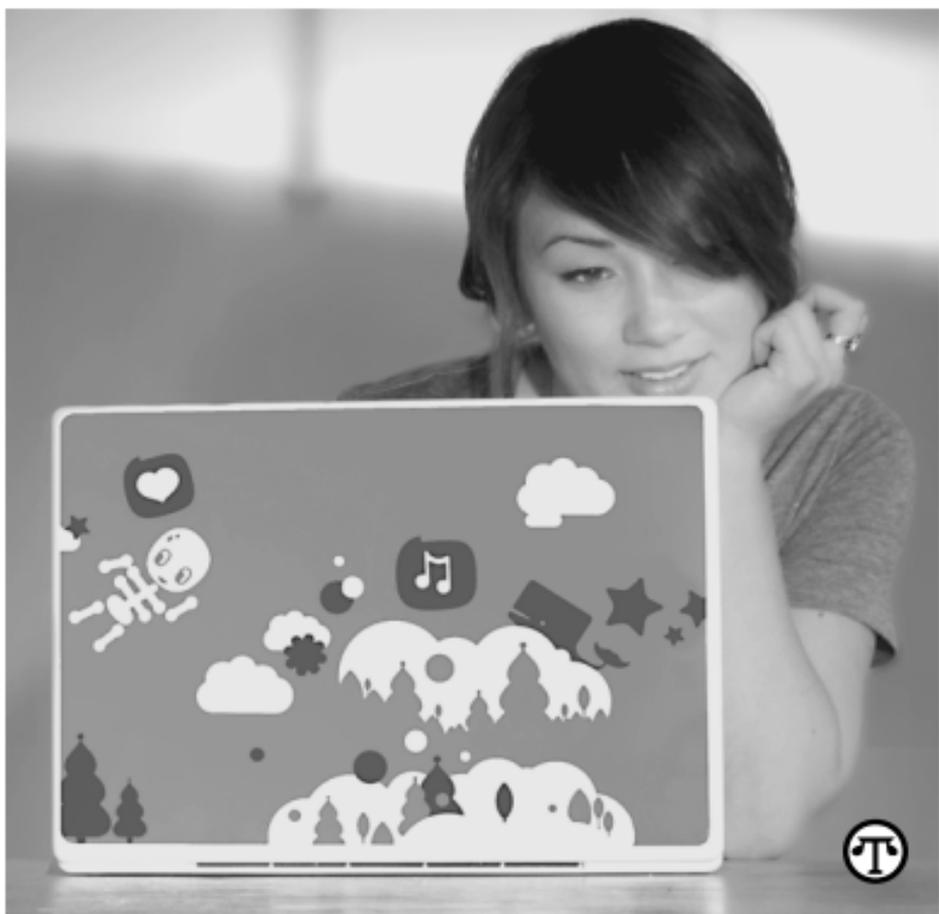


Self-Expression Is In Session at Infectious.com

(NAPSA)—Gen Y is at it again, driving the latest in self-expression just in time for the holidays. Many of the 70 million 17- to 35-year-olds in the demographic are creating ways to personalize virtually everything from cell phones to cars, and even their bodies—38 percent of people 18 to 40 have a tattoo.



Infectious.com delivers urban art for laptops to cars; just in time for the holidays.

Now a new Web site lets people enlist the help of Gen Yers as they shop for gifts that take self-expression a step farther. The site, called Infectious.com, taps a Web-resource known as “crowd sourcing” to offer unique art that can be printed on specialized adhesive vinyl and used to customize—or infect—laptops, cars, home and dorm rooms. Crowd sourcing lets the Web community submit designs or vote on art submitted by others. At the heart of the site are designs from top urban artists. Think of user-generated vinyl art as the next step in social currency—like ringtones and statement T-shirts—that have helped a generation define itself.

For more information, visit www.infectious.com.