

For Immediate Release

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**WORLD'S #1 KETUBAH GALLERY, KETUBAH KETUBAH, CHANGES
NAME TO KETUBAH.COM**

**Largest Collection of Fine Art Ketubahs Celebrates by Giving Away a Ketubah to
Lucky Bridal Couple a Week for Fourteen Weeks Beginning Today**

For many bridal couples, of all the many beautiful wedding gifts they receive, the item they treasure the most is the Ketubah. What formerly was a simple Jewish marriage contract signed in the rabbi's study is now a work of art that many Jewish couples, and a growing number of non-Jewish couples, display in their homes and pass down as an heirloom to generations to come. Leading the way in offering couples help in finding the perfect Ketubah to bless their new life together has been **Ketubah Ketubah** (www.ketubah.com), the world's number one provider of high quality fine art Ketubahs that has provided these beautiful Jewish marriage contracts to 45,000 happy couples since it became the first of its kind website 14 years ago. Now, the site will be rebranded **Ketubah.com**, its URL name, according to Michael Shapiro, the company's Founder and President and will celebrate by giving away a Ketubah a week for 14 weeks beginning today, May 11, 2010.

The largest and easiest to use Ketubah gallery on the planet, **Ketubah.com** features 80 leading Ketubah artists and a selection of over 750 fine art limited edition Ketubahs, many of which are not available anywhere else. Offering a wide variety of themes, texts and customization options, **Ketubah.com** utilizes state of the art technology that makes it easy for couples to tailor a Ketubah for their particular aesthetic, budget and religious preference. . And Ketubahs are not just for weddings anymore! **Ketubah.com** offers anniversary Ketubahs, the perfect way to pay tribute to marriages that have stood the test of time; Parents Gifts, designed specifically to express a bride and grooms' love for their parents; or customized pieces for any occasion like Mothers Day, Father's Day, milestones, etc.

The fourteen winners of the **Ketubah.com** sweepstakes will be able to choose from 200 exclusive Signature Collection Ketubahs up to a total retail cost of \$350. No purchase is necessary. To enter and for more information, go to www.ketubah.com/sweepstakes. Each week's winner will be announced every Wednesday on Facebook through August 18, 2010 at <http://www.facebook.com/#!/pages/Ketubahcom/116709155026270?ref=mf>

“There has always been some confusion about our name differing from our URL address, so we will be rebranding the website to make it easier to find and to acknowledge our status as the number one online Ketubah resource,” says Shapiro. “We are thanking our customers by offering this sweepstakes, and will continue our mission to make a wide range of the highest-quality Ketubahs, created by artists from around the world, available to people everywhere - easily and conveniently, when and where they choose.”

Traditional, modern, vibrant, understated: if you can dream it up, you can find it at **Ketubah.com**. Searchable by color, shape, artist, theme or popularity, the site will help visitors find the Ketubah of their heart’s desire. From designs that capture the beauty of Jewish symbols and traditions, to dramatic landscapes and still lifes to colorful decorative styles and abstracts...all are precious works of art, printed in a limited edition on archival paper and inks to last a lifetime. The Ketubahs are hand numbered and bear the artist’s signature. Customers can also choose to have their Ketubah printed on canvas. With prices starting at \$100, there’s a Ketubah for every budget.

Each Ketubah design comes with its own particular set of texts that might include Orthodox, Conservative, Reform, Humanist, English or Interfaith and can be personalized through the site’s easy to use Personalization Wizard. Should couples wish to use their wedding vows or any other wording of their choosing instead of the standard text, the artist will customize the Ketubah for an additional fee.

Ketubah.com was founded by Canadian Michael Shapiro, a former corporate executive who followed his dream to start a business that incorporated two of his greatest interests: Judaism and art. In the Spring of 1996, from his small Toronto apartment, **Ketubah Ketubah (www.ketubah.com)** was born – the first online Ketubah specialty store. Never before was there a single store that focused on the creation of the Jewish marriage document and clearly, there was a need for it. The business grew almost faster than he could keep up with it and soon became the number one Ketubah provider in the world. He has assembled an accomplished and diverse team of Ketubah experts who all fluently read and write in Hebrew, and is constantly searching to add to the collection new works from the best Ketubah artists in the world.