

# Apple's app sends shares of card makers tumbling

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(AP) -- A brief mention of a new app that lets people design and send greeting through the mail with an iPhone is sending the stocks of greeting card companies tumbling.

Scott Forstall, Apple's senior vice president for iOS [mobile software](#) introduced the \$2.99 app at an event at the company's Cupertino, California headquarters Tuesday.

Word that there's now an easy way to send greeting cards with an app sent shares of Shutterfly Inc. down nearly 11 percent. Shutterfly lets people share digital photos and print them out.

American Greetings Corp., based in Cleveland, is down nearly 8 percent. International Greetings PLC is down 8 percent on the London Stock Exchange where it's traded.

Apple is introducing the [iPhone](#) 4S, the next version of its popular smartphones.

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