

M MOUNTAINCOW

INVITATION SOFTWARE & STATIONERY



FOR IMMEDIATE RELEASE

Mountaincow Software to Include Easy Printing Templates for Top Brands Meri Meri, SanLori, Whitney English, Hicks Paper Goods and Bonnie Marcus Collection

PROVIDENCE, R.I. – May 11, 2009 – Providence, Rhode Island based Mountaincow LLC today announced that five top invitation designers have joined the Mountaincow Content Partner Program to integrate templates for their stationery into Mountaincow's cutting edge professional invitation software. Hundreds of new templates from Meri Meri, SanLori, Whitney English, Hicks Paper Goods and Bonnie Marcus Collection will be included in Mountaincow's PrintingPress Pro Extreme version 5.0 software, offering dealers an easy printing experience when personalizing these outstanding imprintable papers for their clients.

"Our Content Partner Program empowers dealers to more easily design and print using the popular stationery lines they already work with every day," said Josh Eisen, President of Mountaincow. "We are thrilled to introduce such exceptional quality content to our professional software customers. We invite dealers using imprintables from these collections to see how our software templates will save them time and help improve their printing experience."

Design templates for Mountaincow's content partners include an on-screen image of the imprintable stationery design so the dealer can position text and preview exactly how their design will appear once printed. Dealers save time by avoiding having to scan the paper or order samples, and they can email clients a graphical proof that includes the stationery design. Templates can be located quickly and easily by browsing the template gallery or by searching for the style name or item code. Templates include sample text with pre-positioned text boxes and photo placeholders where needed, making it simple to print complicated layouts and photo cards.

“Meri Meri is excited to partner with Mountaincow and offer professional and time saving solutions for printing our invitation designs. The templates provided in the software expand the possibilities of how our designs are customized whether Meri Meri is providing the printing or the store does their own customization. The ability to create a proof while the retail customer is in the store saves several steps in the ordering process, saving time and money. Customers who submit orders for Meri Meri custom printing using PrintingPress Pro Extreme software will be offered a discounted price, more personalization options, and a faster turnaround providing a competitive edge. The software initially supports both our Festivities and Winter custom books. Open stock invitation designs will follow in the near future,” said Jeff Schalk, CEO of Meri Meri.

“SanLori is excited to be partnering with Mountaincow to provide another level of service to our customers. The template software program provides a hassle-free choice for personalizing our imprintable papers. Time usually spent in set-up is no longer an issue, freeing dealers to exceed their customer’s expectations. We are providing a large cross section of our best selling papers from the wonderfully whimsical to our most elegant and understated. Effortless printing with Mountaincow’s software and engaging designs by SanLori offers a team effort to provide a winning product!” said Lorraine Maxwell, co-founder of SanLori.

“For years, we’ve been getting questions at Whitney English and Hicks Paper Goods about how stores can best provide digital printing of photo cards for their customers in-store. We were delighted to learn that Mountaincow offers the perfect solution for this! We are excited to be partnering with Mountaincow in their template program, beginning with a selection of photo cards and blank stock imprints from both Whitney English and Hicks Paper Goods. Now our stores can easily print the greeting AND the photos for their customer -- saving the time it usually takes to order digitally printed product,” said Whitney English Kolb, CEO of Whitney English and Hicks Paper Goods.

“We are thrilled about our partnership with Mountaincow and we are looking forward to our retailers benefiting from this fabulous new relationship with easy-to-use templates for printing our invitations. Look out for our top 25 designs available on the Mountaincow software, as well as our exciting new Stationery Show releases!” said Bonnie Marcus, President of Bonnie Marcus Collection.

Available from Mountaincow, PrintingPress Pro Extreme version 5.0 software (\$1,199) is the most affordable, flexible and powerful desktop invitation design and printing software available. The software is compatible with Windows XP and Vista, and includes 5 additional CD collections of fonts & graphics. Existing Mountaincow Pro 5.0 software customers can receive new content partner templates as a free update automatically downloaded to their computers.

For a software demonstration, visit the Mountaincow booth #2662 at the National Stationery Show. For information about content partner stationery lines, visit Meri Meri in booth #2420, contact SanLori at 877-726-5674, visit Whitney English and Hicks Paper Goods in booth #3408, and visit Bonnie Marcus Collection in booth #2800.

About Meri Meri

Meri Meri, located in Belmont, California and with its design team in Cheltenham, England, has won over 100 of the prestigious Greeting Card Association "Louie" Awards over the past 20 years, including 5 "Card of the Year" wins and 17 new nominations for 2009. Their exclusive designs are found worldwide in the finest stationery stores. Along with imaginative paper engineering, their fashion and design inspired products are enhanced with imported papers, ribbons and crystals. Meri Meri's unique and fun line includes invitations, place cards, holiday cards and announcements. Visit www.merimeri.com or call 650-508-2300 for more information.

About SanLori

SanLori, located in Little Rock, Arkansas, was founded in 1996 when former college roommates Sandra Marbaise, and Lorraine Maxwell entered the vast world of paper, bringing enthusiasm, talent and a handful of invitations to the marketplace. SanLori has grown into a nationally recognized, award winning invitation company, offering thousands of fun, whimsical & unique designs created for celebrating the happiest moments in life. Visit www.sanlori.com or call 877-726-5674 for more information.

About Whitney English & Hicks Paper Goods

Whitney English LLC, located in Oklahoma City, Oklahoma, was founded in 2002 by Whitney English Kolb with "baby-sitting money and elbow grease," and help from her parents, family, and friends. The company's extensive collection combines Whitney's passions for paper and interior design with her love of antique prints and textiles to produce outstandingly unique designs. In 2006, Whitney English expanded further by acquiring Hicks Paper Goods, a leader in modern, graphic invitations and stationery. Visit www.whitneyenglish.com or call 405.608.0061 for more information.

About the Bonnie Marcus Collection

The Bonnie Marcus Collection "where fashion meets paper" is a stylish stationery and gift manufacturer located in Westport, Connecticut. The company was launched seven years ago, when Bonnie was pregnant with her first child and her chic new line of holiday greetings was featured in New York Magazine as a "Best Bet." Now over 500 designs and three children later, Bonnie's award-winning collection is sold in over 1,000 retail stores world-wide, including an innovative line of invitations and note cards for moms-to-be, Expecting in Style®. A portion of the proceeds from the sale of Bonnie's designs are donated to organizations promoting breast cancer awareness. The Bonnie Marcus Collection also prints all their invitations on recycled card stock in the U.S.A. Please visit www.bonniemarcus.com or call 203.341.0701x10 for further information on this exciting company.

About Mountaincow

Mountaincow was founded in 2002 in Providence, RI and sells invitation software and printer-compatible stationery to consumers and specialty retailers worldwide. Mountaincow's innovative do-it-yourself home printing software enables consumers to affordably customize and print their own invitations for weddings and other events using a PC and printer. The company's professional custom printing solutions enable retailers and home studios to design and print invitations for their clients. For more information, visit www.mountaincow.com or call 800-797-MCOW (+1 401-383-0907 outside the US).

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