



## *NEWS RELEASE*

### **FOR IMMEDIATE RELEASE**

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### **EPSON, MOUNTAINCOW AND ENVELOPMENTS TO DEBUT A COMPLETE PROFESSIONAL INVITATION SOLUTION AT NATIONAL STATIONERY SHOW**

#### **Companies to Demonstrate How High Quality Photo Printers, Invitation Printing Software and Fine Card Stocks Work Together To Enhance Creativity and Drive Sales for Retailers**

LONG BEACH, Calif., -- May 14, 2007 -- Epson America, Mountaincow and Envelopments will unveil a complete professional invitation printing solution at the 2007 National Stationery Show (NSS) in New York on May 20-23. Combining best-in-class software, card stocks and printers, the three companies offer a powerful new solution for printing professional-quality invitations from desktop computers. Demonstrations will be on display at the companies' booths and seminars during the show.

"Whether creative professionals are starting a new home-based invitation business or adding custom printing to an established stationery store, the right digital tools are key ingredients for success," said Patrick Chen, product manager, Professional Imaging, Epson America. "Our quiet, fast, professional imaging printers provide the perfect imaging technology to pair with Mountaincow's innovative software design tools and Envelopments' beautiful card stocks to create more opportunities to drive growth and profit."

Envelopments will be displaying a large new selection of card stock colors, shapes and sizes custom-designed for ink jet compatibility. "Desktop invitation printing is here to stay," said Mark Smith, president, Envelopments. "Now our retailers have access to the best quality output and an integrated software solution that lives up to the extremely high level of quality they have come to expect of us."

“Our professional invitation printing software puts ink to paper to complete the solution offered by this relationship,” said Josh Eisen, president, Mountaincow. “PrintingPress Pro Extreme (\$999) software empowers Epson customers and Envelopments’ dealers with powerful design and envelope addressing tools at an affordable price.”

In addition to booth demonstrations, Epson will host two educational seminars at the show to provide information on digital imaging and printing technology for stationery retailers. The first seminar, “Delivering Creativity,” is on Sunday, May 20, at 1 p.m. and will demonstrate digital tools that enable retailers to inspire customers by providing creative and unique stationery solutions. Epson will provide an overview of the latest scanning and printing solutions available to enhance creativity and expand a successful stationery business. The second seminar, “Smart Technology, Smarter Profits,” is on Tuesday, May 22, at 1 p.m. and is an advanced seminar for retailers who have already integrated digital tools into their business. Epson will give further insight on technology and business tools that can help retailers refine profits and open new opportunities for growth, including how to pick the right technology for their business.

For a software demonstration, visit the Epson booth (#3532) or the Mountaincow booth (#2662). To view the entire Envelopments’ product line of varying colors, shapes and sizes, visit their booth (#2562).

### **About Mountaincow**

Mountaincow’s PrintingPress Pro Extreme (\$999) software offers professional printing of invitations and addressed envelopes using any PC, any printer, any stationery and any fonts, graphics and photos. Mountaincow was founded in 2002 in Providence, RI and sells software and stationery to specialty retailers nationwide. For more information, visit [www.mountaincow.com](http://www.mountaincow.com) or call 800-797-MCOW.

### **About Envelopments**

Envelopments, Inc. was founded in 1995 with the simple notion that there was a gap in the marketplace, with no company providing a variety of unique blank shapes of products, made from beautiful card stocks, to create card crafts, custom communiqués, invitations and announcements. With that in mind, we introduced our flagship product, the Envelopment, in a variety of colors, shapes and sizes. The keystone to our mission is to offer our customers a full product line, very fast turnaround time, low minimums and helpful customer service.

## **About Epson**

Epson offers an extensive array of award-winning image capture and image output products for the consumer, business, photography, and graphic arts markets. The company is also a leading supplier of value-added point-of-sale (POS) printers and transactions terminals for the retail market. Founded in 1975, Epson America, Inc. is the U.S. affiliate of Japan-based Seiko Epson Corporation, a global manufacturer and supplier of high-quality technology products that meet customer demands for increased functionality, compactness, systems integration and energy efficiency. Epson America, Inc. is headquartered in Long Beach, Calif.

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