



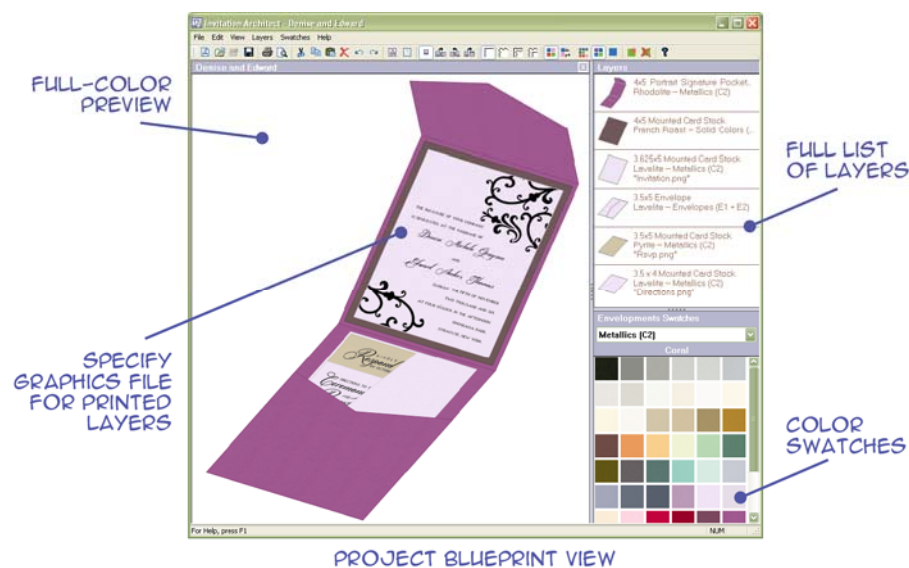
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FOR IMMEDIATE RELEASE

MOUNTAINCOW'S NEW INVITATION ARCHITECT SOFTWARE PREVIEWS ASSEMBLED INVITATIONS ON-SCREEN WITHOUT HAVING TO WAIT FOR EXPENSIVE PAPER SAMPLES

PROVIDENCE, RI, -- May 16, 2007 – Mountaincow today announced the immediate availability of its new Invitation Architect software, to be demonstrated at the 2007 National Stationery Show in New York on May 20-23. The first product of its kind, Invitation Architect offers designers the unique ability to save time and money by previewing a layered invitation project for clients on-screen using different colors or patterns of card stock, envelopes and envelope liners without having to order and wait for physical paper samples.



“This new invitation design tool promises to revolutionize the way designers work with clients by reducing turn around time and increasing the ease with which multiple color treatments can be presented to the customer for approval,” said Josh Eisen, President of Mountaincow. “Invitation Architect makes it possible for the project design to be finalized and approved before any paper is ordered.”

Invitation Architect includes the complete color palettes for Mountaincow Bulk Stationery and Envelopments® colors shapes and sizes, along with hundreds of blank blueprints and fully designed sample projects. The designer can open a sample project and then easily change the entire color scheme of the project’s stationery with the click of a mouse. The software includes blank blueprints and a custom swatch creator to let designers work with standard stationery sizes from other manufacturers. Designers can even specify graphics files to use as printed panels for a true preview of the personalized invitation.

For a demonstration of the Invitation Architect software, please visit Mountaincow in booth #2662.

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. The company’s new Invitation Architect (\$249) software previews layered invitation projects on-screen without waiting for expensive paper samples. Mountaincow was founded in 2002 in Providence, RI and sells software and stationery to specialty retailers nationwide. For more information, visit www.mountaincow.com or call 800-797-MCOW.