



FOR IMMEDIATE RELEASE

Doc Milo and Mountaincow Partner to Offer Retailers Fabulous New Easy Printing Templates

PROVIDENCE, RI and MALVERN, PA – May 9, 2011 – Doc Milo Inc., publishers of “simply fabulous papers for simply fabulous people,” has joined forces with Mountaincow LLC, developer of innovative professional invitation printing software, to offer Easy Printing Templates to thousands of invitation retailers worldwide.

Mountaincow’s Easy Printing Templates include non-printing background images for easy on-screen layout of text when printing onto Doc Milo’s unique two-sided Imprintable Invitations, Enclosure Cards, Glam Mail Address Labels and Wedding Suites. Retailers can quickly personalize and print using their own fonts and layouts, even including client-provided photographs where appropriate. Addressing envelopes and printing Glam Mail Address Labels is easy with separate built-in address books for each client that can be imported from a file or entered manually.

“We love Doc Milo’s amazing energy and fashion forward designs and we are certain our PrintingPress Pro Extreme 6.0 software customers will be thrilled to download these new templates,” said Josh Eisen, President of Mountaincow. “We are looking forward to introducing our easy printing software to thousands of Doc Milo dealers.”

Doc Milo owner and designer Sarah Sheffer has personally typeset each template with her own recommendations for wording, fonts and layout. Assorted templates even include recommended placements for Doc Milo’s fabulous new Sparklestix crystal sticker embellishments, making it easy create custom on-screen proofs that then match the final product.

“Mountaincow is the perfect partner for our retailers. Their software is brilliant. They have organized, simplified and streamlined the printing process in a way that makes it fantastically easy to have perfect results every time.” said Sarah Sheffer, President of Doc Milo. “It was also really important to us that their customer service beliefs and practices were in line with ours. We bend over backwards for our customers, and we do it with a smile because we love what we do. Josh and Megan clearly share not only our commitment to creating fabulous products but also a true passion for exceeding customer expectations in all aspects, and it shows through in their work, longevity and client base. I think our retailers will be absolutely delighted!”

There is no charge for Easy Printing Templates for customers with PrintingPress Pro Extreme version 6.0 by Mountaincow. Doc Milo Imprintable Papers are required for printing using Doc Milo templates. For additional information about Doc Milo Products visit www.docmilo.com/thinkfabulous or call **877-DOC.MILO**. For additional information about Mountaincow professional invitation software, visit www.mountaincow.com/pro or call **1-800-797-MCOW x1**. View a software demo in the Mountaincow **booth #2562** at the National Stationery Show in New York, May 15-18, 2011.

About Doc Milo

Doc Milo was born into the spotlight in 1998 as the love-child of designer/owner Sarah Sheffer. Beginning with a line of sassy chic greeting cards that quickly became a national phenomenon, the collection soon grew to include magnets, blank books, holiday products and more. However, after the 2001 introduction of the now world-famous baby shower invitation titled simply "Pregnant Lady #1" Doc Milo fans fairly demanded that the line be expanded to meet all their imprintable needs. A decade later the collection now includes hundreds of Sarah's signature sassy chic designs for every event from baby & bridal showers to holiday parties, children's birthday parties and even formal weddings. With flawless style, impeccable detail, and a never-ending sense of fun, Doc Milo invitations continue to set the tone for fabulous events worldwide.

About Mountaincow

Mountaincow was founded in 2002 in Providence, RI and sells professional invitation software and printer-compatible stationery to thousands of specialty retailers worldwide. Mountaincow's innovative custom printing solutions enable retailers, event planners and home studios to quickly and easily design and print invitations and addressed envelopes for their clients for weddings and other events using a PC and printer. Mountaincow's industry-leading Content Partner Program for premier stationery manufacturers such as Doc Milo integrates fully type styled Easy Printing Templates directly into the software for dealer personalization and printing.