



F O R I M M E D I A T E R E L E A S E



The New Invitation: Turn Your Computer Into A Home Printing Press

ATLANTA, GA -- Just as the single script letter monogram is appearing on sweaters and handbags everywhere, customization is the hottest trend in stationery and invitations.

This summer, style and quality conscious customers will have the ultimate guide book to achieving the most personalized stationery and invitations.

“Our customers want products that speak to them,” says Megan Eisen, CEO of Mountaincow LLC, creator of **PrintingPress** (\$39.95) software. “They want their stationery to reflect who they are and they’re not finding that on the shelves. We saw this need and created our software to offer an easy and inexpensive way to design custom invitations and announcements at home. Now we’ve created a book with design ideas to help customers make their home printed invitations beautiful.”

The New Invitation (\$24.95) will exhibit beautifully styled, full-page glossy photos and in-depth instructions for each project. While the unique capabilities of PrintingPress are included in the book, anyone printing at home can benefit from the book’s ideas and techniques. For example, simple elements like paper color and shape, different typefaces and ink colors open the door to a huge variety of stunning invitations with very little effort required to make them.

Printing wedding invitations at home offers the best of both worlds: custom results at affordable prices. “Every bride puts so much thought, personality, emotion and time into choosing the perfect invitation. We’ve written this book because it’s really easy to create the exact invitation you want,” says Eisen. “Most people don’t even know it is possible to print custom, unique invitations at home.”

Please visit us January 9-12 at **The Gift Fair in Atlanta, booths 2031 and 2033**, and on January 9-13 at the **Atlanta International Gift & Home Furnishings Market, booths 1004 and 1006**, in building 3, 4th floor.

* All prices are MSRP in US Dollars as of January 4, 2004 and are subject to change without notice. Not responsible for typographical errors.

About Mountaincow LLC

Mountaincow is privately owned and operated in Providence, RI. The company’s flagship software, PrintingPress™, makes it easy to customize stationery with photos, graphics and wording using a home computer and printer. Available at Kate’s Paperie in Manhattan, WeddingChannel.com, Marshall Field’s, Macy’s West and other fine retailers, PrintingPress allows for the seamless creation and printing of professional-looking invitations, announcements and individually-addressed envelopes. For more information, visit www.mountaincow.com or contact 800-797-MCOW.

About the author

Patty Hoffman, Director of Communications at Mountaincow, has written for numerous magazines including Seventeen, Family Circle and Details. Since then, she has planned countless parties and is even planning her own wedding while writing this book. Patty has been obsessed with paper since she went to camp with her first box of Snoopy stationery. For more information about *The New Invitation*, please contact Patty at 212-229-9582 or patty@mountaincow.com.

About the photographer & stylist

Annie Schlechter’s outstanding photography has appeared in Martha Stewart Living, Child and New York Magazine. Her team included stylist Laura Iler whose work has appeared in magazines including Martha Stewart Living, Real Simple, Fortune and Redbook as well as catalogs for Bloomingdale’s, Linens ‘n Things and Macy’s.