

FOR IMMEDIATE RELEASE

PrintingPress™ expands into mass market distribution

PrintingPress™ (\$29.99) software for home printing of invitations and announcements is now available nationwide in mass merchandise stores and software outlets. PrintingPress is currently on the shelves of all **Target**, **CompUSA**, **OfficeMax**, **MediaPlay**, **J&R** and **Fry's Electronics** stores. PrintingPress Platinum™ (\$59.99), the company's advanced invitation printing package, has also been added to the selection in most of these retailers.

"Our software products are a natural fit for these markets and a fresh expansion for the home printing software category," says Josh Eisen, president and co-founder of Mountaincow. "I'm thrilled with the extensive relationships and distribution we have secured over a very short period of time."

Mountaincow is represented by **Re:Launch**, a 15-year veteran of the software retail industry who has successfully expanded distribution for dozens of other software and consumer electronics manufacturers. Mountaincow has signed distribution contracts with **Navarre** and **Take 2 Interactive**, two of the leading software distributors nationwide with access to all major software retail accounts.

PrintingPress and PrintingPress Platinum have been given new packaging designs to accommodate the demands of mass market distribution, and Mountaincow has partnered with **Software Packaging Associates** for manufacturing and rapid fulfillment of product into channel. Mountaincow has partnered with **PerkettPR**, a public relations firm specializing in the promotion of software and technology companies.

About Mountaincow LLC

Mountaincow's PrintingPress software enables easy home printing of invitations, announcements and addressed envelopes. PrintingPress (MSRP \$29.99) offers easy stationery layout, photo tools, a built-in address book for addressing envelopes and original fonts and designs for professional results. PrintingPress Platinum (MSRP \$59.99) offers more powerful design tools, one-pass addressing of 2-sided envelopes, borders, floating graphics and justified text for sophisticated results. Mountaincow also offers fonts and graphics, stationery and other products for home printing, as well as a professional line of software for in-store printing. Mountaincow was founded in 2002 in Providence, RI and sells software and stationery to retailers nationwide. For more information, visit www.mountaincow.com or call 800-797-MCOW.