



For Immediate Release

Kate's Paperie, Rugg Road Paper Company and Studio Z Mendocino Join Forces with Mountaincow to Provide a Convenient Solution for the Home Printing of Invitations and Announcements

PROVIDENCE, RI, September 24, 2002 -- Mountaincow LLC (www.mountaincow.com), a privately held start-up in Providence, RI, today announced that PrintingPress™, its innovative software for home printing of invitations and announcements, will be carried at all Kate's Paperie stores in New York and Connecticut, as well as on katespaperie.com this fall. In Boston, PrintingPress will be available at Rugg Road Paper Company, a premier stationery and paper boutique on Beacon Hill. Through its website, Studio Z Mendocino will allow customers to download PrintingPress sample files matching a selection of their award-winning line of letterpress stationery for the ultimate in home printing convenience.

"Kate's Paperie and Rugg Road Paper Company both offer an amazing selection of imprintable stationery, papers and ribbons providing endless possibilities for creating unique invitations at home," said Mountaincow CEO Megan Eisen. "Studio Z has a large, elegant collection of letterpress stationery and we believe pairing great cards with our convenient PrintingPress sample files provides customers with a wonderful home printing experience."

PrintingPress enables the hassle-free design and printing of professional-looking cards and individually-addressed envelopes for weddings, birth announcements, dinner parties, holidays and other events. Retailing for \$39.95, PrintingPress delivers a wide range of unique features that make it both powerful and easy to use, including the ability to print on any size stationery, user-friendly design and editing technology, and multi-functional mailing list and address book capabilities.

About Mountaincow LLC

Mountaincow is privately owned and operated in Providence, RI. The company's flagship software, [PrintingPress](http://PrintingPress.com), makes it easy to customize store-bought stationery with photos, graphics and wording using a home computer and printer. PrintingPress™ and special editions PrintingPress Wedding™ and PrintingPress Baby™ allow for the seamless creation and printing of professional-looking wedding invitations, birth announcements and individually-addressed envelopes. For more information, visit www.mountaincow.com or contact 800-797-6269.

About Kate's Paperie

Kate's Paperie was founded 12 years ago "to educate and excite the public on the endless possibilities of paper." Now with three locations in Manhattan, a fourth location opening on West 57th Street (Fall 2002), and a fifth to debut in Greenwich CT (late 2002), Kate's Paperie has become the nation's largest retailer of exotic papers and accoutrements. By inviting customers to "come and touch" their selection of over 4,000 fine papers and beautiful gift items in a visually stunning environment, Kate's Paperie has come to be known as a shopping experience that awakens the senses. For more information visit www.katespaperie.com or contact 888-941-9169.

About Rugg Road Paper Company

Rugg Road Paper Company is a specialty paper store offering over 600 different hand made and decorative papers. In addition, they carry unique gifts, a large selection of imprintable invitations and wonderful stationery lines. A three-time Best of Boston winner, the staff at Rugg Road prides itself in the high level of customer service they offer. Rugg Road teaches workshops in paper related arts such as book binding, stamping, and card and invitation design. For more information contact 617-742-0002.

About Studio Z Mendocino

Studio Z Mendocino is a successful stationery company located in a small town in northern California. In business for seventeen years, Zida Borcich, owner of Studio Z, has received numerous awards for her designs, including two "Best New Product Awards" at the National Stationery Show in NY. Studio Z Mendocino is part of a small group of artisans pursuing the revered art of letterpress printing. The style, invented by Gutenberg, receives acclaim for the texture and impression into the paper, leaving a little shadow on the page. Studio Z products are available at fine stationery stores throughout the US, and are also available online at www.studio-z.com. For more information contact Zoé Bachelor at 707-964-9448.