Mountaincow

PrintingPress Pro™ Software by Mountaincow Selected by Kate's Paperie and Other Retailers for Affordable, Easy to Use In-Store Invitation Printing

NEW YORK, NY – Mountaincow LLC today announced **PrintingPress Pro™ ($599)**, professional invitation printing software for use with any imprintable stationery, designed specifically to meet the needs of retailers, stationery designers and event planners. **Kate's Paperie**, a premier stationery retailer with 5 stores in Manhattan and Greenwich, CT has selected PrintingPress Pro to power their in-store laser printing services. Other premier retailers include **PickQuick Papers** with 7 paper superstores in New Jersey and Long Island, **Modern Classics** of Rye, NY, and **Silberman/Brown Stationers** of Bellevue and downtown Seattle, WA.

Introduced at the National Stationery Show, PrintingPress Pro will ship to customers in July, 2003. Pricing is set at $599 per location for one user, with additional concurrent users at the same location for $299 each. PrintingPress Pro runs on a PC with Windows 98 or later and is compatible with any printer. Requiring no special hardware or training, proprietary papers, setup fees or quotas, PrintingPress Pro makes it affordable to start a new invitations printing business or augment an existing one. The fee includes software license, one year of technical support and two CD-ROMs containing additional original fonts, graphics and borders.

PrintingPress Pro customers will get all the benefits of PrintingPress, including easy layout and envelope addressing, powerful high-resolution photo printing, what-you-see-is-what-you-get editing, and original typefaces, images and borders. Professional-only features include account management, project management, cost and usage tracking and separate address books for each customer.

Please visit us May 18-21 at the **National Stationery Show in NYC, booth 2775**, in the third floor Take Note section.

About Mountaincow LLC
Mountaincow is privately owned and operated in Providence, RI. The company's flagship software, PrintingPress, makes it easy to customize store-bought stationery with photos, graphics and wording using a home computer and printer. Available at Kate's Paperie in Manhattan, WeddingChannel.com and other fine retailers, 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. Mountaincow provides technical support to all PrintingPress customers and retailers. For more information, visit www.mountaincow.com or contact 800-797-MCOW.

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 in Greenwich CT, and a fifth opening on West 57th Street, 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 PickQuick Papers
Founded in 1987, PickQuick Papers has become one of the largest privately held paper companies in America. PickQuick "superstores," over 8,000 square feet on average, offer customers one of the largest selections of papers, including fine and exotic papers for home printing. PickQuick stores encourage sampling and offer by-the-pound pricing on paper and envelopes. For more information visit www.PickQuickPapers.com or call 973-228-8550.