



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

Hello Color!

Eye-catching colors have jumped off the fashion runways and onto the cards and envelopes of Mountaincow's new lines of stationery. Introducing the **Colors Collection** with 12 combinations of brilliant color and the **Classic Collection** with over 60 new graphics with color coordinating envelopes. Mountaincow has designed its new stationery to work flawlessly with its **PrintingPress™** (\$39.95) software for home printing of invitations and announcements.



Colors Collection



Classic Collection

Packaged in sets of 10, the Colors stationery is available in **flat invitation cards and A6 envelopes** (\$12.95), **folded note cards and A2 envelopes** (\$12.95), **flat menu cards** (\$9.95) and **folded place cards** (\$9.95). The Classic stationery includes stylish 4-color graphics printed on **flat invitation cards with colorful A6 envelopes** (\$14.95) packaged in sets of 10.

"Customers are seeking color now in all their fashion and accessory shopping so we created these wonderfully bright collections of stationery that look fantastic when printed at home with black or color ink," said Megan Eisen, CEO of Mountaincow. "Modern weddings and other events are embracing colorful cards, envelopes and text, and our new line perfectly coordinates card and envelope colors for results that look like they were created by a professional designer."

The color combinations include Raspberry, Coral, Flamingo, Fuchsia, Orange, Tangerine, Ocean, Lime, Iris, Kiwi, Glacier and Neapolitan. The classic graphics are bright, colorful and fun, including ice cream and sweets, fruits and vegetables, sports, summer, animals and holidays.

Designed to help customers take control of their invitations and announcements, **PrintingPress™** invitation printing software by **Mountaincow** easily customizes any stationery that will feed through a printer. Addressing envelopes is finally hassle-free, and the software even prints table place cards with style. Customers can use PrintingPress again and again for all their parties and events.

Available on CD-ROM at select retailers nationwide and at www.mountaincow.com. All prices are MSRP in US Dollars as of May 15, 2004 and are subject to change without notice. Not responsible for typographical errors.

About Mountaincow LLC

Mountaincow's PrintingPress software enables easy home printing of invitations, announcements and addressed envelopes. Mountaincow's colorful line of invitation stationery includes flat A6, folded A2, menu and place card sizes with a variety of brilliantly coordinated colors and graphics. PrintingPress (MSRP \$39.95) 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 \$99.95) offers more powerful design tools, one-pass addressing of 2-sided envelopes, borders, floating graphics and justified text for sophisticated results. PrintingPress Pro (\$599) offers the most flexible and affordable solution for professional in-store printing of invitations and addressed envelopes using any PC, any printer, any stationery and any fonts, graphics and photos. Mountaincow was founded in 2002 in Providence, RI and sells software and stationery to specialty retailers nationwide. For more information, visit www.mountaincow.com or contact 800-797-MCOW.