



Carlson Craft[®]
One source, endless possibilities.

FOR IMMEDIATE RELEASE

Carlson Craft's Industry Leading Print Services Integrated into Mountaincow's Cutting Edge Professional Invitation Software

PROVIDENCE, R.I. – February 4, 2009 – Carlson Craft, of Mankato, Minnesota-based Taylor Corporation, and Providence, Rhode Island-based Mountaincow LLC today announced a partnership integrating Carlson Craft's industry leading print services into Mountaincow's cutting edge professional invitation software. Mountaincow's new software upgrade enables dealers to easily personalize fonts, ink colors and layouts for Carlson Craft's popular Pockets album and submit jobs to Carlson Craft for custom printing.

"Our most frequent request from our dealers is to offer easy-to-use personalization options for customers who want something a little different," said Barb Kaus, President of Carlson Craft. "Mountaincow's exciting new software enables us to put customizable templates with our imprint color options and paper swatch palettes right on the Dealer's desktop computer."

With Mountaincow's new PrintingPress Pro Extreme version 5.0 software, Carlson Craft templates can be personalized with the Dealer's unique fonts, and customer-supplied graphics, photos and addresses, and then submitted to Carlson Craft for printing. The Carlson Craft imprint color palette is built in to the software, along with new tools for colorizing graphics and text using the same imprint colors. The software has been enhanced to preserve font outlines in files sent for printing, enabling dealers to use any font with the Carlson Craft templates. The project file can also include names and addresses for printing addressed envelopes and V.I.P. personalized pocket tabs.

Mountaincow's Invitation Architect version 2.0 software has also been enhanced to include a subset of the Carlson Craft Pockets album with all available matte and shimmer paper color options, backing layers, insert cards, envelopes and tabs. Dealers can use the software to preview different combinations of paper colors, imprint colors and insert card orientations. Additional shapes, sizes and colors are expected to be available shortly from Carlson Craft's upcoming DIY Papers album.

"Thousands of dealers rely on Carlson Craft's outstanding sample books and print services as the foundation for their custom printing businesses," said Josh Eisen, President of Mountaincow. "Using our software to quickly and easily customize print orders, dealers can now offer their customers virtually unlimited options with Carlson Craft's outstanding quality results."

Available from Carlson Craft or Mountaincow, the Mountaincow Pro Software Bundle (\$1,448.99) is the most affordable, flexible and powerful desktop invitation design and printing software available. When purchased from Carlson Craft in a bundle with a new Carlson Craft Pockets or DIY Papers album,

Carlson Craft dealers will receive a \$75 discount off the price of the software. The Pro Software bundle is compatible with Windows XP and Vista, and includes the PrintingPress Pro Extreme 5.0 and Invitation Architect 2.0 software applications, plus 5 CD collections of fonts & graphics. Eligible existing Mountaincow Pro 5.0 software customers can receive the new Carlson Craft templates and tools as a free update automatically downloaded to their computers.

For a software demonstration, visit the Mountaincow booth (#2662), or the Carlson Craft booth (#2620), at the National Stationery Show.

About Carlson Craft

Carlson Craft, located in North Mankato, Minnesota is the nation's leading wholesale printing company marketing products through a nationwide network of dealers. For over 60 years, Carlson Craft's high-quality product combined with fast turnaround and industry-leading customer service continues to keep the company a leader in the printing industry. Carlson Craft's mission is to continue to expand product lines, enter new markets and leave impressions with dealers and their customers. Visit www.carlsoncraft.com or call 800-328-5059 for more information.

About Mountaincow

Mountaincow was founded in 2002 in Providence, RI and sells invitation software and printer-compatible stationery to consumers and specialty retailers worldwide. Mountaincow's innovative do-it-yourself home printing software enables consumers to affordably customize and print their own invitations for weddings and other events using a PC and printer. The company's professional custom printing solutions enable retailers and home studios to design and print invitations for their clients. For more information, visit www.mountaincow.com or call 800-797-MCOW (+1 401-383-0907 outside the US).

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