



## News Release

**FOR IMMEDIATE RELEASE**

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### **Epson and Mountaincow Bring Creative Printing Center Stage at 2011 National Stationery Show**

*New Epson Stylus® Photo R2000 Delivers Vivid Printed Invitations at the Mountaincow Booth*

**NEW YORK (National Stationery Show, Booth #2562) – May 15, 2011** – Epson America is debuting its newest 13-inch printer – the Epson Stylus Photo R2000 – to creative professionals and social stationery retailers at the 2011 National Stationery Show. The new printer will be on demonstration at the Mountaincow booth (#2562) for attendees to create and print samples made with the professional invitation printing software.

The R2000 is ideal for creative individuals, featuring Epson's next-generation pigment printing technology for superior-quality output and durability on a wide variety of media. The printer's media handling capabilities enable it to print on heavy stationery stocks and metallics, as well as photographic and fine art papers (sheet and rolls). It can also print on specialty media such as canvas, art boards and CD/DVDs.

The new R2000 has significantly larger capacity ink cartridges for up to 50 percent more prints<sup>1</sup> and auto-selecting Photo and Matte black inks. Additionally, it provides the convenience of printing anywhere in a home or office via Ethernet<sup>®</sup>, Wireless-N and USB 2.0<sup>II</sup>.

“When combined with our professional invitation printing software, the affordable and durable Epson Stylus Photo R2000 gives businesses the ultimate in creative control,” said Josh Eisen, president of Mountaincow. “The R2000 provides the perfect combination of professional quality invitation prints, consistent color that won't smudge in the mail, and increased flexibility with borderless print sizes.”

The new R2000 uses Epson UltraChrome Hi-Gloss<sup>®</sup> 2 Ink to create images with vibrant color on a broad range of paper types. The printer's unique eight-color ink set includes Red and Orange

inks for bright, vibrant colors and uses Epson's exclusive high-gloss encapsulated pigments for water and smudge resistant prints on plain stocks. Image quality is further enhanced by AccuPhoto™ HG screening technology that ensures outstanding image quality even when printing in higher speed modes.

“The Epson Stylus Photo R2000 is a powerful tool for creative professionals, allowing them to design with confidence knowing that this printer can handle their creative vision,” said Richard Day, senior product manager, Professional Imaging, Epson America. “Whether it's printing a simple photo or a complete set of cards, envelopes or invitations created using Mountaincow software, the Epson R2000 will deliver stunning output every time.”

The Epson Stylus Photo R2000 will be available in late May 2011 through authorized resellers for \$499.99 (MSRP). For more information on the Epson Stylus Photo R2000, visit [www.epson.com/R2000](http://www.epson.com/R2000). For a software and printing demonstration, visit Mountaincow's booth (#2562) during the National Stationery Show in New York City, May 15-18. For additional information about PrintingPress Pro Extreme 6.0 software by Mountaincow, visit <http://www.mountaincow.com/pro> or call 1.800.797.6269 x1.

### **About Epson America, Inc.**

Epson America, Inc. is a leading provider of an extensive range of printers, 3LCD projectors, scanners and point-of-service printers that are renowned for their high quality, functionality, innovation and energy efficiency. Epson America is a U.S. affiliate of Seiko Epson Corporation, which employs more than 70,000 people in 106 countries around the world. Seiko Epson is committed to its ongoing contributions to the global environment and for the second year in a row has been named to the Dow Jones Sustainability World Index, an indicator for leading companies in economic, environmental and social criteria. To learn more about Epson America, please visit: [www.Epson.com](http://www.Epson.com). You may also connect with Epson America on Facebook (<http://www.facebook.com/EpsonAmerica>), Twitter (<http://twitter.com/EpsonAmerica>) and YouTube (<http://www.youtube.com/EpsonTV>).

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<sup>1</sup> Compared to the Epson Stylus Photo R1900

<sup>ii</sup> Not recommended for Wi-Fi 802.11 b/g. Level of performance subject to the range of the router being used. Visit [www.wi-fi.org/files/11nbasics\\_glossary.pdf](http://www.wi-fi.org/files/11nbasics_glossary.pdf), under Range, for more information.