

TABLET COUTURE

— TRANSFORM YOUR TABLET INTO AN ELEGANT DIGITAL FRAME —

FOR IMMEDIATE RELEASE

Tablet Couture by Mountaincow and Providence Picture Frame Transforms Electronic Tablets into Elegant Digital Picture Frames



PROVIDENCE, RI – April 6, 2015 – Mountaincow today announced availability of its unique new Tablet Couture™ line of decorative custom frames for the iPad® and other electronic tablets. Now there is finally a great way to display framed digital photos in an elegantly decorated home or office using luxury custom frame mouldings and liners originally designed for paintings and prints. Mountaincow has teamed up with venerable local custom framing specialist Providence Picture Frame to produce the high quality tablet frames.

Tablets can easily be inserted and removed from Tablet Couture frames as needed using Mountaincow's new patent-pending connector. They can be charged while in the frame using the power adapter included with the tablet, making for a perfect charging station. Every frame can be displayed in portrait or landscape orientation with no adjustment. Mountaincow's Tablet Couture Slideshow app will soon be available for download from the App Store for advanced display features. With Tablet Couture you can display an entire collection of digital photos in a single elegant frame placed proudly on a mantle, shelf or desk.

"We are thrilled to be able to provide a solution that uses decorative custom frames to elevate digital photo display," said Josh Eisen, President of Mountaincow. "In conjunction with our skilled partners at Providence Picture Frame, our Tablet Couture line meets the highest quality standards and can be custom fit to frame any electronic tablet. Their large scale operation ensures we will be able to successfully deliver high volumes of product to our extensive network of high-end specialty retailers. We envision homes and offices with multiple framed tablets configured to display different slideshows featuring current family photos, up-to-date baby pictures, travel snapshots and scanned photo albums."

"We are excited to use our extensive custom framing experience to produce this innovative new line of products for digital photography display," said Geoff Gaunt, President of Providence Picture Frames. "Mountaincow's Tablet Couture line of customized frames will be assembled using our vast inventory of luxury custom frame mouldings, fast turnaround, and expert service. Because we can custom fit new and older model electronic tablets, customers can display digital photo slideshows on repurposed retired tablets as well as newer tablets while charging or not otherwise in use."

Tablet Couture frames (MSRP \$249 – \$449) are custom built to order in Providence, RI. For additional information or to become a reseller, please visit TabletCouture.com or call 1-800-797-MCOW x1. View the collection in the Mountaincow booth #1735 at the National Stationery Show in New York, May 17-20, 2015.

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About Mountaincow

Mountaincow was founded in 2002 in Providence, RI and sells professional invitation software, stationery and other products to thousands of specialty retailers worldwide. Mountaincow’s innovative custom printing solutions enable retailers, event planners and home studios to quickly and easily design and print invitations and addressed envelopes for their clients for weddings and other events using a PC and printer. Mountaincow’s new Tablet Couture line of custom decorative frames for electronic tablets is now available for sale at TabletCouture.com and select retailers nationwide.



About Providence Picture Frame

Located in Providence, Rhode Island since the 1800’s, Providence Picture Frame has evolved the craft of fine framing over the centuries in one of the most fertile ecosystems for art & design. Today, this company of artists and craftspeople has grown to be one of the largest of its kind in the United States and is sought after by national and international art and design clients for its expertise in preserving and presenting everything from priceless works of art and antiquities, to decor for fine hotels and restaurants across the globe. Though honored by this reputation, they are equally honored to still be the favorite “local frame shop” in Providence, making each customer’s life a little more beautiful -one frame at a time.

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