



FOR IMMEDIATE RELEASE

William Arthur and Mountaincow Partner to Create Easy Printing Templates for Holiday and Everyday Boxed Invitations and Note Cards

PROVIDENCE, RI and WEST KENNEBUNK, MAINE – October 17, 2011 – William Arthur Inc., the signature of fine stationery, and Mountaincow LLC, developer of innovative professional invitation printing software, today announced the immediate availability of Easy Printing Templates for the entire collection of William Arthur printable boxed holiday and everyday invitations and note cards.

“William Arthur is pleased to announce this new partnership with popular, easy printing software provider Mountaincow,” said Lisa J. Blinn, Vice President of Design and Innovation for William Arthur. “Working together, we can now offer our customers ready-made templates featuring a broad range of William Arthur’s everyday and holiday printable invitation and stationery designs.”

Just in time for the 2011 holiday season, William Arthur dealers with Mountaincow’s PrintingPress Pro Extreme 6.0 software can download hundreds of fully designed templates complete with wording recommendations and type styles, colors and layout. The exquisite William Arthur ink color palette has even been integrated directly into the software to facilitate easy personalization for clients.

“We are thrilled to provide our dealers with ready-to-print templates for William Arthur’s line of luxury boxed stationery, including unique invitations, announcements, personalized stationery, holiday greeting cards and holiday photo cards,” said Josh Eisen, President of Mountaincow. “Our templates offer dealers a huge time savings when personalizing top brands of stationery for their clients.”

Dealers can modify the templates using their own fonts, colors and type layouts, and easily incorporate client-provided motifs, artwork, logos and digital photos. Mountaincow’s software also enables dealers to offer envelope addressing services, managing client address books that can be imported from a file or entered manually.

There is no charge for Easy Printing Templates for customers with PrintingPress Pro Extreme version 6.0 by Mountaincow. William Arthur boxed stationery products are required for printing using William Arthur templates for Mountaincow software. For additional information, please visit www.mountaincow.com/williamarthur or call **1-800-797-MCOW x1**.

About William Arthur, Inc.

For over 60 years, William Arthur has been renowned for creating fine stationery. The company's products are designed and produced in West Kennebunk, Maine, where they enjoy the beauty of coastal living with easy access to urban centers from Portland to New York. Deeply knowledgeable about high-end printing and the many nuances of fine writing papers, William Arthur's staff artists and craftspeople are passionate about quality, as well as both old-world and state-of-the-art printing methods. At William Arthur, employees are dedicated to making the company a wonderful place to work, and to ensuring that each and every customer is delighted by their exquisite products and extraordinary customer service. Visit them at www.williamarthur.com.

About Mountaincow

Mountaincow was founded in 2002 in Providence, RI and sells professional invitation software and printer-compatible stationery 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 industry-leading Content Partner Program for premier stationery manufacturers such as William Arthur integrates fully type styled Easy Printing Templates directly into the software for dealer personalization and printing.