



Design and Print Custom Invitations and Addressed Envelopes at Home with PrintingPress 1.0, New Software Available from Mountaincow

New Invitation Printing Software Combines Features of Desktop Publishing, Image Processing and Contact Management Software Into One Integrated Solution

PROVIDENCE, RI, June 26, 2002 -- Mountaincow LLC (www.mountaincow.com), a privately held start-up in Providence, RI, today announced the availability of PrintingPress 1.0, a software application for the PC that enables easy home printing of invitations and announcements. With PrintingPress, designing and printing professional-looking cards and individually addressed envelopes for weddings, birth announcements, parties, holidays and other events has never been easier.

"Customers can use our software to make virtually any kind of invitation, whether they start from their favorite stationery or blank card stock," said Mountaincow CEO Megan Eisen. "We have some great samples that show how to use graphics, photos and fonts along with card folds and ribbon holes to create exactly the look you want."

Many people choose to design and print their own invitations and announcements because nothing on the market really allows them to express their individuality. "I started trying to figure out simple birth announcements at some print shops and I got very frustrated because I wanted to do things differently than they were used to," wrote one of our customers. "And Mountaincow's design suggestions are a lot better than anything I've seen so far."

By making it easy, quick and inexpensive to create printed mailings, PrintingPress expands the market potential for stationery to new people and more occasions. "Printed invitations make a much better impression for a dinner party or baby shower than e-mail or phone invites," said Mountaincow President Josh Eisen. "PrintingPress directly appeals to a new generation of busy, computer-savvy people."

Retailing for \$39.95, PrintingPress delivers a wide range of features that were previously available only through a complex and expensive combination of graphic arts, desktop publishing and contact management software. Because PrintingPress was specifically designed to make invitation printing projects easy, it includes many unique features that make it both powerful and easy to use:

- **The new stationery wizard gives customers complete control** of the layout of cards and envelopes so they are not restricted to standard stationery created for computer printers.
- **“What-you-see-is-what-you-get” technology makes it easy** to use the powerful editing capabilities specially designed for printing formatted text, photos and graphics onto folded cards, envelopes, and paper sizes smaller than 8 ½ x 11.
- **Use the Mailing List to print individually-addressed envelopes** for a polished look. The mailing list also keeps track of RSVP attendee count, guest list, gifts received, and thank-you cards.
- **Import addresses into the built-in Address Book** or enter them manually. Keeping one main address book makes it easy to create a Mailing List for each project without having to re-enter names and addresses each time.

PrintingPress is available for consumer purchase online at www.mountaincow.com.

About Mountaincow LLC

Mountaincow is privately owned and operated in Providence, RI. The company's flagship software, [PrintingPress](#), makes it easy to customize your favorite store-bought stationery with photos, graphics and your own wording using your home computer and printer. Printing professional-looking cards and envelopes at home for weddings, birth announcements and other events has never been easier. For more information please visit www.mountaincow.com.