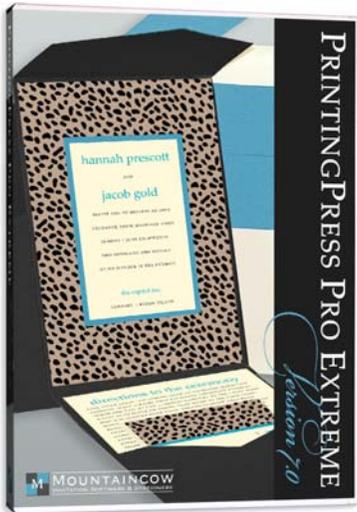


FOR IMMEDIATE RELEASE

## **Sell Personalized Invitations Online Quickly, Easily and Affordably With New Easy Online Store Builder by Mountaincow**



PROVIDENCE, RI – March 25, 2013 – Mountaincow today announced it is now offering a simple and affordable solution for invitation designers interested in adding a customizable website store featuring their designs. For only \$99/month with no setup costs or long-term contract, retail stores and home studios can now use the new Easy Online Store Builder in PrintingPress Pro Extreme 7.0 software to quickly create and easily maintain a custom website storefront.

“We were concerned that many of our dealers were not selling online due to the high cost and complexity of setting up and maintaining a website store,” said Josh Eisen, President of Mountaincow. “Our new Easy Online Store Builder enables dealers to quickly create and easily maintain a sophisticated and stylish website store customized with their own designs and invitation categories directly from within our PrintingPress Pro Extreme 7.0 software. No HTML experience or website programming is needed at all.”

The new Easy Online Store Builder can upload designs directly from the PrintingPress Pro Extreme 7.0 software so long time users can easily upload projects they already have in their design portfolio. Invitation categories, pricing, product descriptions, stationery previews and a professional quality home page slideshow can all be designed and uploaded directly within the software enabling print center staff to create and maintain custom printing product listings themselves without needing to pay website consultants. The included Logo Designer enables new businesses to quickly and easily create a stylish logo if they do not already have one for their new online store website. Online Stores come pre-configured with the projects in Mountaincow’s Design Portfolio books and automatically update each month with new seasonal designs.

The Easy Online Store Builder includes settings to configure print options, trim options, assembly options, paper type, paper color and paper cost which enables the software to auto-calculate project pricing and estimated ship weight. Retailers can customize the look of their online store by choosing the background color or pattern for their website, posting a custom bio and photo on the "About Us" page, entering contact information to receive emails from customers, and optionally displaying their store location on a map. Product pages include custom description text, stationery included list, quantity with volume discounts, pricing, addressing and assembly options, and stationery image slideshow with *click to zoom* feature. A coupon code with free shipping, percent discount or dollar discount offer can be displayed on every page. Social media links on every page enable customers to quickly connect with a blog, Facebook page, Twitter feed, Pinterest board and more. The Hide Category feature enables retailers to temporarily remove seasonal or sale items without deleting them so they can easily be re-added in the future. The intelligent publish feature copies the categories, projects and options to your website when you make changes.

The online store works with all major Internet browsers including mobile browsers and supports international currency symbols, number formats and date formats. The custom PayPal shopping cart can adjust quantities, request rush order, accept coupon codes and display shipping charges based on weight and class of service. An updated training manual includes easy setup instructions for configuring a free PayPal merchant account.

PrintingPress Pro Extreme 7.0 software includes full support for OpenType Pro fonts, giving invitation designers complete and easy access to alternate glyphs, swash, ligatures, ornaments, and contextual and stylistic alternates on their invitations, envelope addresses and monograms. Mountaincow's new software is one of only four elite software applications in the world and the only professional invitation software offering these advanced typographic capabilities, and the only one to include tools for building and publishing a customizable online store.

Mountaincow software is designed, developed and supported in the USA. For additional information about Mountaincow professional invitation software, visit [mountaincow.com/pro](http://mountaincow.com/pro) or call **1-800-797-MCOW x1**. View a software demo in the Mountaincow **booth #2662** at the National Stationery Show in New York, May 19-22, 2013.

### **About Mountaincow**

Mountaincow was founded in 2002 in Providence, RI and sells professional invitation software, stationery and website services 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 Easy Online Store Builder software and hosting service enables customers to quickly, easily and affordably design, publish and sell their personalized invitation designs online.

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