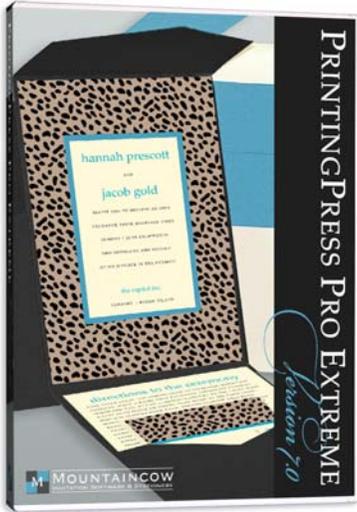


FOR IMMEDIATE RELEASE

## Mountaincow Celebrates 10-year Anniversary with PrintingPress Pro Extreme 7.0, The Most Advanced Invitation Software with Full Support for OpenType Pro Fonts



PROVIDENCE, RI – May 3, 2012 – In celebration of its 10-year anniversary, Mountaincow announced its newest software, PrintingPress Pro Extreme 7.0 with full support for OpenType Pro fonts. Invitation designers gain 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.

“With our new 7.0 software upgrade we have made advanced typography accessible to a much wider audience than ever before,” said Josh Eisen, President of Mountaincow. “Because our OpenType Pro font access was designed to be as easy to use as the rest of our software, invitation designers do not need professional graphic arts training to use these advanced capabilities and produce highly sophisticated type layouts.”

The new software includes a floating glyph palette for quick access to all characters and alternates in a font. Type design has been further enhanced with stylish new text case styles, arc text shapes, outline and shadow styles including double outline, projected shadow and reflected shadow. The paint bucket tool has been enhanced to enable filling part of an image with a pattern for extra creativity and personalization of artwork. New performance enhancements speed printing and switching between projects and stationery, and the new recent fonts menu speeds access to fonts used in a project. PrintingPress Pro Extreme 7.0 features enhanced support for Windows 7 features such as enlarged fonts and thumbnail project views.

Designers can type with confidence with the software's new spelling error preview, and address with confidence with address error preview for envelopes. Address importing has been enhanced with postal code verification for the US, Canada and Australia, and addresses can be quickly auto-completed by entering the postal code and clicking a button. Meal choice options are now available to enable custom images and meal names to be entered in the guest list and printed on place cards. Dealers can now provide clients with stylish printed mailing lists, guest lists and RSVP planners using new formatting options that include grid lines, choice of columns, font and size, and optional company logo.

The software will ship with new professionally typeset templates for the 2012 Crane & Co. catalog, as well as layout templates for all the new 2012 AccuCut Pinnovation dies. New 2012 templates for William Arthur and Bonnie Marcus designs will follow shortly in a downloadable update.

New 2012 Envelopments Recipe templates for PrintingPress Pro Extreme 7.0 with OpenType Pro font styling will be downloadable from the Envelopments Dealer Access website in the coming weeks. Mountaincow will also be re-releasing all 2011 Envelopments Recipes for version 7.0 with OpenType Pro styling.

In other news, Mountaincow President Josh Eisen has accepted an invitation to join the prestigious Advisory Board for the National Stationery Show, where he will contribute to helping the show continue to best serve the stationery industry. Anyone with thoughts or ideas about changes and new product categories that would help enhance the show are invited to submit comments in the Contact Us form on [Mountaincow.com](http://Mountaincow.com).

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 #2562 at the National Stationery Show in New York, May 15-18, 2011.

### **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 manufacturers such as Crane & Co., William Arthur, AccuCut and Envelopments integrates fully type styled Easy Printing Templates directly into the software for dealer personalization and printing.

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