

FOR IMMEDIATE RELEASE

Mountaincow Introduces White Printing onto Black and Dark Cards with the C711WT from OKI Data Americas

Affordable Solution Offers New Design Opportunities for In-store Invitation Printing and Envelope Addressing

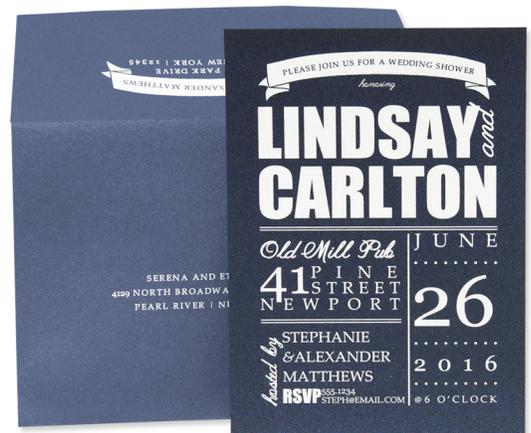


PROVIDENCE, RI May 1, 2013 – Mountaincow today announced availability of a new solution for white printing onto rich, dark cards and envelopes with matte, metallic and linen finishes. Using the new C711WT digital color printer with white toner from OKI Data Americas combined with the latest PrintingPress Pro Extreme 7.0 software by Mountaincow, invitation designers can now offer in-house printing of white text, motifs and addresses onto black, dark blue, brown and other dark stationery for the first time ever.

“Printing white text and designs onto dark paper has always been the holy grail of in-store printing,” said Josh Eisen, President of Mountaincow. “Our new software includes custom design tools to enable designers to easily preview, proof and print in white onto dark papers using OKI’s revolutionary and affordable new C711WT digital color printer. Most existing third-party print processes that can lay opaque white down onto dark stocks are very expensive and do not offer envelope addressing. The ability to address dark or black envelopes with striking white text brings a unique new set of design options to invitation stores and home studios.”

“OKI Data is pleased to introduce the new C711WT to invitation professionals through our collaboration with Mountaincow,” said Terry Cruikshank, Senior Manager of Industry Marketing for OKI Data Americas. “OKI Data has a rich history of printing innovation, and with the introduction of white printing to this market segment, we are confident that the C711WT will be especially well-received.”

PrintingPress Pro Extreme 7.0 software includes full support for designing and printing with white toner. When designers choose a paper color and specify the White Toner option in the software, Print Preview will automatically simulate how the white print will look, saving time and test prints. The software can also produce accurate proofs for customer approval via email that show the design printed in white onto the selected paper color. Existing designs can be converted to print to white without modification. All of Mountaincow’s sophisticated design capabilities, including full support for OpenType Pro fonts, can be used when printing in white.



Mountaincow’s new software is the only professional invitation software package with integrated support for printing with white toner, and the OKI/Mountaincow invitation printing solution will be offered exclusively by Mountaincow to the stationery industry. For additional information about Mountaincow professional invitation software and the C711WT digital color printer from OKI Data Americas, visit mountaincow.com/pro or call 1-800-797-MCOW x1. View a printing demo in the **OKI booth #2663** and 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, specialty printers, printer-compatible 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.

About OKI Data Americas

OKI Data Americas, headquartered in Mount Laurel, NJ, and a subsidiary of OKI Data Corporation of Japan, markets PC peripheral equipment and customized solutions under the OKI® brand, including digital color and monochrome printers, color and monochrome multifunction products, serial impact dot matrix printers, thermal label printers and POS printers, as well as a full line of options, accessories and consumables. Utilizing Genuine OKI® toner ensures consistent, reliable and high-quality output that maximizes performance. OKI Data Americas also serves the Graphic Arts & Production market with the OKI proColor™ Series. In addition, OKI offers a full portfolio of products built to optimize managed print engagements. OKI Data Americas takes a consultative approach to supporting every customer's needs and delivering individualized print solutions that optimize business performance. The company's innovative technology is backed by Tokyo-based parent company OKI Electric Industry, a leader in telecom, infrastructure and mechatronics systems; and an approximately \$5.2 billion multinational corporation according to its FY 2011 financial reporting. Keeping its customers' needs top of mind, OKI Data Americas is ISO 9001:2008 certified and offers a selection of ENERGY STAR® certified products.

OKI, Reg. OKI Electric Industry Co., Ltd. ENERGY STAR Reg. T.M. U.S. EPA. proColor, T.M., OKI Data Americas

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