



NEWS RELEASE

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allie munroe Expands Portfolio with Holiday Line, Company Signs with More than 60 Retailers Nationwide in First Year

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May 21, 2006, Miami – allie munroe (www.alliemunroe.com), a boutique business specializing in original invitations, announcements, greetings and stationery, today announced the debut of its holiday line. Attending The National Stationery Show® in New York City from May 21-24, 2006, for its second year in a row, the young Miami-based company also confirmed it has successfully added more than 60 U.S. retailers to its roster in the past year. Joining the company's baby line, the new holiday line features party invites, photo cards and greeting cards for Christmas, Hanukkah and New Year's. In addition, allie munroe will debut its first designs from the party invitations and social stationery line at the show. The company's principals, Alison O'Keefe and Kristen Munroe, made the announcement.

"It has been a whirlwind year for allie munroe. We are well on our way to establishing our baby line with allie munroe already available in 70% of the desired retail stores nationwide. We are thrilled to be carried in luxury stationery retailers in every major metropolitan area including The Paperie in New England, Union Street in San Francisco and Sugar Paper in Los Angeles," says Munroe, allie munroe's chief strategy officer.

allie munroe gives retailers options by offering both custom and imprintable lines. Custom products are highly individualized, allowing a customer to put their own personal stamp on their announcement or invitation. Imprintables and boxed social stationery allow the retailer and the customer to have an allie munroe design out of the package, at a more economical smaller quantity, a typical package has eight cards. The company's current baby line and new holiday line each include 20 basic designs which can be customized in hundreds of different ways.

"At allie munroe we try to put a new twist on the old in our paper designs. Our designs appeal to discriminating customers with a modern aesthetic yet who appreciate traditional printing methods, like letterpress and engraving. We try to provide a bit of the unexpected in our designs, a surprising color like tangerine or raspberry, a quirky illustration or even an eye-catching flap or fold," said O'Keefe, allie munroe's chief visionary officer.

Created on thick, soft paper, allie munroe designs are characterized by contemporary colors, original illustrations and multi-dimensional layers like folds and flaps.

Founded in 2004, allie munroe (www.alliemunroe.com) is a Miami-based, privately-held company specializing in original paper designs and products. Featuring time-honored design traditions, the company's original paper items showcase letterpress printing, engraving, foil-stamping, embossing, debossing or a combination of techniques. allie munroe promises customers exquisitely modern paper designs which make a lasting impression and reflect their individuality. allie munroe supports causes benefiting family and the environment.

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