



NEWS RELEASE

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Allie Munroe Makes Debut at National Stationery Show® in New York, Introduces New Custom-Designed Baby Line

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May 15, 2005, Miami – Allie Munroe (www.alliemunroe.com), a boutique business specializing in original invitations, announcements and stationery, today announced the company's launch. The Miami-based concern will mark its debut unveiling a line of baby stationery including announcements, invitations and note cards at The National Stationery Show® in New York City from May 15-18, 2005, **Booth #5370**. Allie Munroe will introduce additional lines in the near future including holiday cards, wedding invitations, specialized party invitations and stationery. The company's principals and founders, Alison O'Keefe and Kristen Munroe, made the announcement.

Designs in the inaugural Allie Munroe baby line are created using letterpress printing providing a tactile quality unmatched by modern printing processes. The line marries classic techniques with contemporary tastes. All Allie Munroe products feature letterpress printing, engraving, foil-stamping, embossing, debossing or a combination of techniques.

"I'm inspired by anything vintage – letterpress printing, classic typefaces – I love to put a new twist on the old. For me, the minutest details make a difference, things like intense, rich colors or textured 100% cotton paper which begs to be touched," says O'Keefe, Allie Munroe's creative visionary and chief designer.

She added, "And as a mom of two, I know nothing compares to the pride of sending your baby's birth announcement to loved ones. After all, it's much more than a piece of paper with information; it is a keepsake, a part of your family's history."

In addition to the baby line, Allie Munroe will also provide a sneak peek at the New York show of future lines including party invites and holiday cards. The company is also open to creating originally commissioned projects.

"Savvy and discerning parents, particularly moms, buy things which reflect their individuality, their lifestyle. We started with a baby line because it is something Alison and I know intimately, having ourselves attended or hosted many showers and sip n' sees! We anticipate adding more designs to our special event line, for example, wedding invitations, within the next year," says Munroe, who manages business operations for Allie Munroe.

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 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. A portion of the proceeds of Allie Munroe products benefit family and environmental causes.

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