



ANNA GRIFFIN

Incorporated

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For Immediate Release

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The “Write” Idea

Anna Griffin Debuts Engraved Stationery Line

National Stationery Show New York, May 2009 – The epitome of social grace, the Anna Griffin Engraved Stationery Line brings time-honored elegance to high-end stationery retailers this season with a line of couture stationery. Delivering a new twist on a classic, Griffin’s line takes you back to the golden days of handfed engraving and forward again with a dressed to impress paper wardrobe. Move over letterpress, you are so last year!

“Engraved stationery has always been the height of personal luxury,” says Anna Griffin, President of Anna Griffin Inc. “With writing becoming more important than ever, I wanted to create a meaningful product that enhances the experience of keeping in touch.”

The Anna Griffin brand has long traded on beautiful details in paper, honoring them in each of the collections over the past two decades. The Engraved Stationery Line brings a fresh perspective to the marketplace with never-seen-before shaped cards that are printed, engraved and Diecut. Traditional motifs of seashells, butterflies, roses and a crown are also offered with a modern color palette paired with lined envelopes. Twelve distinctive styles, from the bright and brilliant hues of hot pink and lime, subtle tones of

metallic silver and lavender to sophisticated combinations of orange and brown, the line offers something for everyone. An updated classic for today's paper fanatic, each design comes with 10 correspondence cards and lined envelopes and retails for \$35.00. Personalization will be available through fine stationery retailers nationwide.

Anna Griffin made her mark in the wedding industry over a decade ago by developing one of the industry's first 'print it yourself' invitations with a custom look. Today, Anna Griffin is a recognized authority when it comes to translating exquisite patterns evocative of old world style into modern, mix and match designs.

Anna Griffin's signature collection includes, invitations, social stationery, home office and decorative papers. In addition, there are currently over 1,000 Anna Griffin licensed products in partnership with famous American brand leaders such as Lenox, Department 56, C.R. Gibson, Windham Fabrics, Burnes Home Accents, Wallies, Envelopments and Sterling Publishing. Experience the world of Anna Griffin for yourself at www.annagriffin.com.

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