



ANNA GRIFFIN

Incorporated

2270 MARIETTA BOULEVARD
ATLANTA, GEORGIA
30318

Mailbox Merriment

Elegant Seasonal Greeting Cards & Invitations by Anna Griffin Debut at National Stationery Show

The tradition of sending seasonal greetings dates back to the early 1840's, a time when people checked their post office box, not their inbox and postage was only a half of a penny instead of almost half of a dollar. It is over 150 years later and we still find a hand written greeting from a friend or family member a true joy to receive. Atlanta designer Anna Griffin's sensational new Holiday Collection for 2007 features four unique lines; Blythe, Dorothy, MacKenzie and Maime. Each one is an extraordinary combination of old-world patterns reinterpreted with modern colors and adorned with textured details such as, velvet ribbon, antique cartouches, glitter and flocking. This exceptional collection of handmade cards and invitations will make opening your mailbox at holiday time exciting again.

Each of the four lines expresses their individuality through beautiful, layered embellishments and intricate patterns. From artful Blythe to dramatic Dorothy to playful MacKenzie to socialite Maime, there is something fit to send each personality on your holiday card list. Griffin believes that in this tech-fast world in which we live today, hand picked, holiday greetings such as these will be received with much appreciation.

The four greeting card lines are comprised of 10 photo card designs and envelopes, suggested retail \$22 per box of 10 and 12 greeting card designs and envelopes suggested retail \$16 to \$22 per box of 10. In addition, the four collections offer over 40, fine imprintable invitations, suggested retail \$13 to \$25 per box of 10 invitations and envelopes. Imprinting costs are additional at fine paper and stationery retailers.

THE BLYTHE COLLECTION is an exquisite collage of old-world imagery, found elements, vintage botanical illustrations and artful cartouches. Both cards and invitations are layered with luxurious ribbons in rich reds and antique greens complete with scripted jubilant sentiments that are sure to leave a lasting impression. The Blythe Collection makes sending seasonal greetings meaningful.

THE DOROTHY COLLECTION is drama with a capital D! Imagine a glamorous color palette of silver, gold and black, with pops of ruby red for the most divine holiday greetings ever. From whimsical candy cane stripes, to flocked damask to sophisticated partridge feathers in calligraphy. Dorothy's intense, saturated colors and styles are well suited for today's fashionista.

THE MACKENZIE COLLECTION is a fun, bold approach to the season. Retro shades of bright green and cherry red graffiti leap off three-dimensional cards and invitations. Glittery snowflakes dance on paper layers and fanciful candy-colored ribbons come to life. Make a Christmas wish with a spin of MacKenzie's whimsical wheel card. This lighthearted collection makes it fun to feel like a kid again.

THE MAIME COLLECTION True to her roots, Maime holiday cards and invitations are destined to be a hit for the social set. Hot pink and lively lime green are all the rage for those who care to make a splash during the biggest soirée season of the year. Swirling Christmas trees, glittered tags and satin bows combined with festive sentiments set this collection apart from all the rest.

Anna Griffin, She's Not Just for Paper Anymore!

Anna Griffin Inc. made a 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, Inc.'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, Plaid Enterprises, Bucilla, Wallies, Envelopments and Sterling Publishing.

Each licensee has incorporated the detailed and elegant artistry of Anna Griffin's pattern collections into product categories such as, home décor and lifestyle, wedding confections, Do-It-Yourself craft books, dinnerware and table top collections, holiday décor, luxury infant, and cotton fabrics. All available in signature Anna Griffin style, consumers can choose from an endless array of elegance. Experience the world of Anna Griffin for yourself at www.annagriffin.com.

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