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hen and barley press debuts COMPLETELY CUSTOM

*Customers select colors for design and text to create personalized stationery goods--
stylish and affordable made to order stationery a reality*

CHICAGO, IL (March 15, 2007) – hen and barley press, a Chicago, Illinois based stationery design firm and wholesaler, announced today the launch of a new division called Completely Custom. hen and barley press continues to offer its line of stylish boxed stationery, note cards, invitations and imprints in retail outlets throughout the United States and on the Internet. With the launch of Completely Custom, hen and barley press will offer an array of personalized goods that the customer designs using an interactive display. Because of the many design and color options offered, the customer's own sense of style is reflected in each product, and their product is made to order expressly for them.

Completely Custom is a new approach to custom stationery—customers choose a design, customize the colors of their design, and then add whatever text they'd like—a name, a monogram, invitation or announcement wording. The result is a product that is personal and unique. Over 50 charming and stylish icons and borders are available, paired with a fantastic color palette for customization. Currently, the finished design can be applied to a variety of products, including note cards, invitations, address labels, calling cards and e-mail avatars. More products may be added in the future. Affordably priced, prices range from \$16 to \$22 for 10 note cards or invitations. Great for gifts, higher quantities are also available.

Completely Custom will be presented in a compact, interactive display which will allow a variety of retailers, not just stationery stores, to offer their customers fabulous personalized goods without an investment in inventory or significant loss of shelf space. The large selection of icons and borders covers a multitude of hobbies, occasions and interests. There's something for every customer—male or female, child or adult. Custom icons and colors are also available at an additional cost.

Retailer Anne Chaslesle, owner of C'est Moi in Chicago says, "As a retailer, the Completely Custom line by Hen and Barley Press has been a welcome addition to my shop. My customers enjoy all of the options that they have to choose from and are delighted that the icons and borders can be changed to fit their specific color desires and unique personalities. Not only are the icons, borders and fonts adorable, the card stock is wonderful and a higher quality than most card stocks that I've come across. As a retailer who specializes in custom orders, the Completely Custom line is truly user friendly. The ordering process is clear, concise and simple for my customers."

With the launch of Completely Custom, Carolyn Streett joins President and founder Jennifer Morgan as Chief Operating Officer of the Completely Custom Division. Carolyn has a strong background in financial services and has owned and run a successful business importing goods from Scandinavia. Says Jennifer Morgan, "We are excited to have Carolyn in her new role, where she will be responsible for helping hen and barley press manage its current growth, planning and execution of future growth, and forming strategic partnerships."

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About hen and barley press:

President and founder Jennifer Morgan launched hen and barley press in 2003. Based in Chicago, Illinois, hen and barley press creates boxed note cards, invitations, and calling cards featuring simple, yet sophisticated designs that are classic with a modern twist. Products are carried by retailers throughout the U.S. and online, and have been featured in national and trade publications. For more information on hen and barley press or Completely Custom, visit www.henandbarley.com.

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