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### **Local Greeting Card Company MARVELOUS MOMMIES is a Finalist in the Prestigious LOUIE Awards**

NORTHAMPTON, MA – March 26, 2007 – Northampton greeting card company Marvelous Mommies received notification today that its card "Love What You've Done" is a finalist in the prestigious LOUIE Awards. The awards are juried by the Greeting Card Association (GCA), the largest trade organization of its type, and are the greeting card industry's equivalent of the Academy Awards®.

Marvelous Mommies creates and distributes a line of cards that celebrates life with children in all its phases from birth to adoption to the terrible twos. The company launched in January 2007.

According to the Greeting Card Association's press release, "Out of the hundreds of thousands of cards published each year, 173 made it to the final round in the 19<sup>th</sup> Annual International Greeting Card Awards competition." Marvelous Mommies' card was nominated in the "Friendship/Encouragement – Humorous" category.

"The companies nominated as LOUIE finalists exhibit the artistic ability and creativity that are apparent in our industry's distinctive products" said GCA President Don French of Paper Magic Group, Scranton, PA.

Kelly Minton, marketing manager for Marvelous Mommies echoed French's comments. "For us, being nominated for such an award is an incredible honor. We're a small company, and incredibly proud of our product. So, it's very exciting for us."

According to the GCA, judges individually review and score each card submitted on a ten-point scale. Each entry is judged on existing criteria including, imagination, impact, artistry, harmony, "sendability" and value.



Marvelous Mommies products are available at select retailers or on the web at <http://www.marvelousmommies.com>.

More information on the LOUIE Awards may be found at <http://www.greetingcard.org/louie.html>.

Winners in every category will be revealed during this year's LOUIE celebration on Monday, May 21, 2007 at the Lighthouse at Chelsea Piers in New York City.

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