

Clothesline Cards & Stationary

8840 Farmington Ln., Charlotte N.C. 28205 ■ clotheslinecarddesign.com

Contact: Lauren McPherson, CEO, Owner
828-880-4625 (Office)
716-425-0939 (Cell)
clotheslinedesign@gmail.com

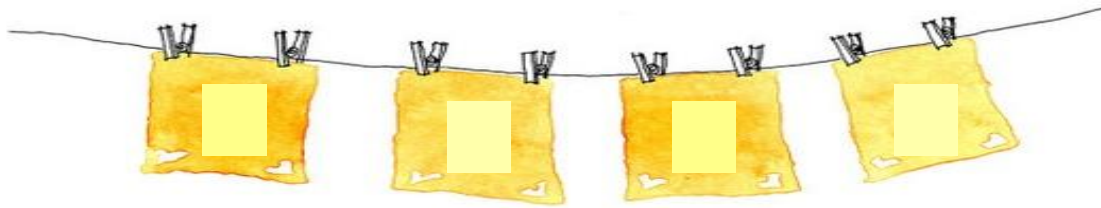
Sept. 14, 2012

MEMO

Enclosed are a number of materials to cover the grand opening and wedding department of

Clothesline Cards & Stationary:

- Media Advisory
- Press Release
- News Story from Charlotte Observer
- Fact Sheet
- Biographies of CEO Lauren McPherson & Head of Design Chelsea Gerken
- Written Speech by Lauren McPherson
- Feature Story on bride-to-be Amanda
- Testimonial



Clothesline Cards & Stationary

8840 Farmington Ln., Charlotte N.C. 28205 ■ clotheslinecarddesign.com

Contact: Lauren McPherson, CEO, Owner
828-880-4625 (Office)
716-425-0939 (Cell)
clotheslinedesign@gmail.com

MEDIA ALERT

FOR IMMEDIATE RELEASE:

September 28, 2012

Clothesline Cards & Stationary Grand Opening in Charlotte's Shopping District Next Friday

Date & Time: Friday, October 5, 2012
10 a.m. – 6 p.m.

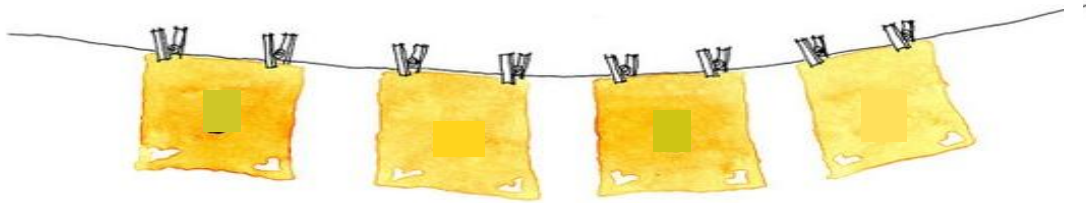
Place: Store Location
8840 Farmington Ln., Charlotte, N.C.
Next door to Paula's Bakery

Details: Card creator Lauren McPherson is proud to announce the grand opening of her second card and stationary boutique of her successful Clothesline Card & Stationary. The business has had such an overwhelming response at their Hartford, Connecticut location and on the website that the team has decided to expand down the east coast. Clothesline Cards & Stationary offers a wide selection of hand-crafted cards from birth announcements to wedding save-the-date memos to just-because cards. Not only is there a full stock of pre-designed cards and stationary, but also orders accepted for personalized products. Clothesline specializes in personal made-to-order wedding announcements, save-the-date memos, and table place cards with chic and elegant options for any bride's taste. The opportunities are endless with the styles, colors, and personal touches that Clothesline has to offer the Charlotte area and beyond.

Directions: Located in Charlotte's shopping district between Main Street and Veranda Boulevard, Clothesline's new store is across from The Charlotte Chronicles office on Farmington Lane. The colorful storefront flower boxes accent the sunshine atmosphere inside and outside. Parking is available on the street with additional parking in the back lot.

###

CL



Clothesline Cards & Stationary

8840 Farmington Ln., Charlotte N.C. 28205 ■ clotheslinecarddesign.com

Today's Date: Oct. 10, 2012

Release No. 2012-30

Contact: Lauren McPherson, CEO, Owner
828-880-4625 (Office)
716-425-0939 (Cell)
clotheslinedesign@gmail.com

Release: At once

GRAND OPENING OF CLOTHESLINE CARDS & STATIONARY IN CHARLOTTE

(GRAND OPENING/page 1 of 1)

CHARLOTTE, N.C.—Clothesline Cards & Stationary is celebrating their grand opening on Friday, Sept. 28th from 10 a.m. to 6 p.m. at their Farmington Lane location.

Owner, Lauren McPherson, is elated to open the second boutique for her contemporary custom card and stationary line. "Charlotte needs a way to express their unique flair and what better way to do it with my creative, hand-made cards. I want to promote [the cards and stationary] to the locals who can appreciate what Clothesline is all about," gushes McPherson, who has been in the industry for more than a decade. The original boutique, which has experienced great success since its debut in 2000, is nestled in downtown Hartford, CT.

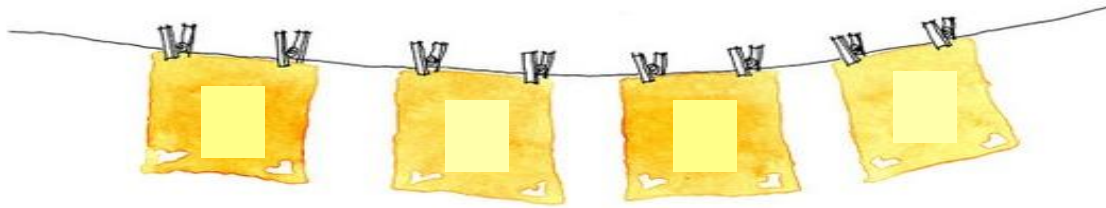
Aside from the extraordinary stock of Clothesline's cards and stationary, the grand opening will feature catered finger foods from Sage Garden Bistro from 11 a.m. until 1:30 p.m. Doorbuster kits will be raffled every hour and grab-and-go prize packs will be awarded to the first 15 customers to make a purchase.

Feel free to contact Lauren McPherson at 828-880-4625 with any questions or requests for further details.

Clothesline Cards & Stationary offers a wide selection of hand-crafted cards from birth announcements to wedding save-the-date memos to just-because cards. Not only is there a full stock of pre-designed cards and stationary, but also options for personalized materials. Clothesline features a special made-to-order wedding card department with chic and elegant options for any bride's taste or preference. The opportunities are endless with the styles, colors, and personal touches that Clothesline has to offer for the Charlotte area and beyond.

###

CL



Clothesline Cards & Stationary

8840 Farmington Ln., Charlotte N.C. 28205 ■ clotheslinecarddesign.com

THE CHARLOTTE OBSERVER

Stationary store is newest addition to shopping district

By Karen Hayes

Nov. 2, 2012

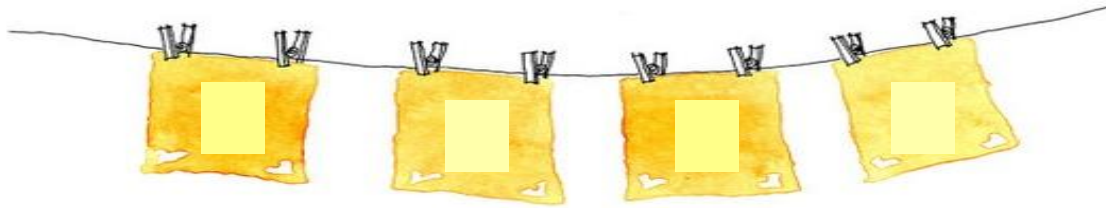
[Page 1 of 2]

A paper trail was left down Farmington Lane in Charlotte's shopping center last Friday with the grand opening of Clothesline Cards & Stationary's boutique. The big day drew a large crowd of local shoppers to the area to explore the shelves and tables of intricate designs.

The new store is big and bold, nestled between Paula's Bakery and Reimagine Furniture. Clothesline boasts a wide range of all-occasion cards for *anyone*, truly anyone. Each card and stationary set has been carefully designed and made by hand by the talented design team that has made the brand such a success.

There are 532 designs that have been produced by Clothesline over the past 12 years of business. The Friday grand opening was a showcase of 100 of the new designs that the team has been working on since the start of last May. Clothesline had a wide selection of hand-crafted cards from birth announcements to wedding save the date memos to just-because cards. Not only was there a full stock of pre-designed cards and stationary, but also a possibility to order personalized designs. The team specializes in personal made-to-order stationary for the business professional or the casual writer. The shelves were stacked high with endless opportunities of style, color and personal touches for the local and online shopper.

The wedding department has been revamped to be a boutique of its own inside the main store. Many brides-to-be lined the shelves of the department to ogle the delicate, bold, and classic designs. The wedding stationary packages featured an invitation, save the date memos, magnets,



place cards, RSVP note cards, and thank yous to please any bride-to-be. The design team has crafted designs to suit even the pickiest bridezilla.

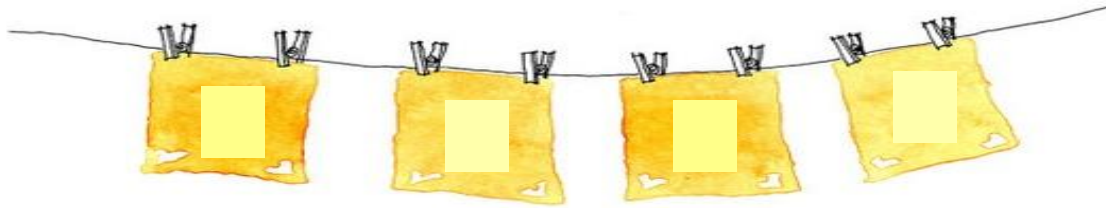
Aside from the extraordinary stock of Clothesline's cards and stationary, the grand opening featured catered finger foods from Sage Garden Bistro from 11 a.m. until 1:30 p.m. The food was a huge hit for the mid-day shoppers. Doorbuster kits were raffled every hour and grab-and-go prize packs were awarded to the first 15 customers to make a purchase. There were many happy locals scoping out the new neighborhood establishment.

The opening was hosted by CEO and owner Lauren McPherson who has been around the card business for quite a while. She launched what she calls "a life-long dream" back in 2000 when she opened the first store location in Hartford, CT. McPherson could not be more excited to extend her dream down the east coast with the support of her design team and closest friends.

She noted that the seed that flowered into Clothesline Cards & Stationary was her love for sending and receiving snail mail that started when she was a young girl. McPherson often sends mail to friends and family scattered across the United States, using her own designs to spread the love. She has hopes that others will catch on and stretch the clothesline from one coast to the other.

As far as a grand opening, Clothesline made a grand splash on the cobblestone strip of shops. It has been the talk of the town since and should be for quite some time.

###



Clothesline Cards & Stationary

8840 Farmington Ln., Charlotte N.C. 28205 ■ clotheslinecarddesign.com

Contact: Lauren McPherson, CEO, Owner
828-880-4625 (Office)
716-425-0939 (Cell)
clotheslinedesign@gmail.com

Oct. 8, 2012

FACT SHEET

Company Name: Clothesline Cards & Stationary

Location: 8840 Farmington Lane, Charlotte NC 28205

Officials: Lauren McPherson

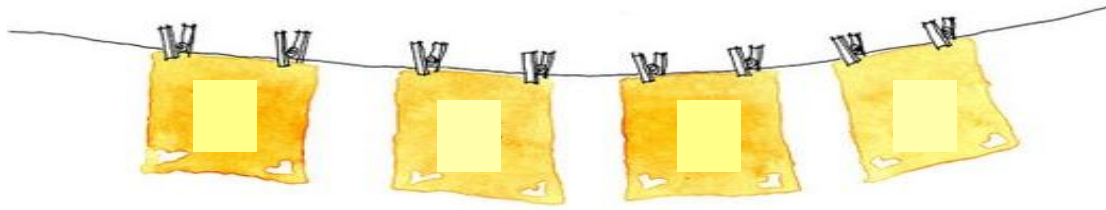
History: Clothesline was founded in 2000 when owner Lauren McPherson decided to launch her own line of all-occasion cards in Hartford, CT. After years working for the creative design team at American Greetings, McPherson wanted to showcase her off-the-wall approach to cards and stationary. The card line features a grand variety of festive and trendy designs. The stationary line was started in 2002 with the addition of a personalized features. McPherson and the design team have been hard at work to provide a fresh twist on the age-old tradition of cards and stationary. This past September, Clothesline expanded the company to a second location in Charlotte, North Carolina's shopping district.

Mission: Our mission is to provide a special card for any person, any age, with any taste, anywhere. We promote the highest quality of creative design to produce the best product possible made with thoughtful and unusual flair.

Clients: The opening of the second boutique in Charlotte, NC expanded the client base along the Eastern coast. The clientele behind Clothesline is the reason for its success after twelve years. Clients are able to meet with the design team and choose personalized designs or create their suitable wedding stationary. Clients are also able to browse, personalize, and order cards and stationary on the website anytime, anywhere.

###

CL



Clothesline Cards & Stationary

8840 Farmington Ln., Charlotte N.C. 28205 ■ clotheslinecarddesign.com

Contact: Lauren McPherson, CEO, Owner
828-880-4625 (Office)
716-425-0939 (Cell)
clotheslinedesign@gmail.com

Biographies



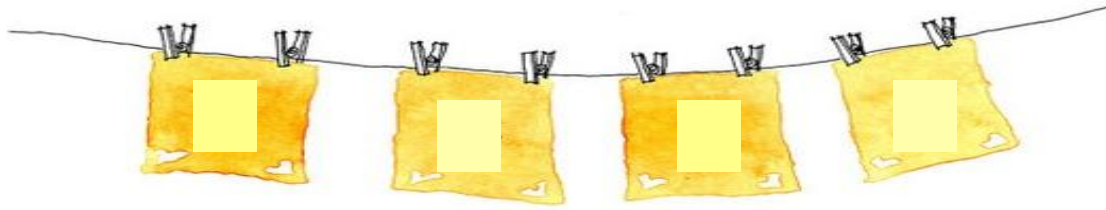
McPherson (L) and Gerken (R) at their 4th anniversary party for Clothesline Cards & Stationary.

Lauren McPherson, Owner and CEO

After graduating with a degree in public relations from John Carroll University, Lauren McPherson joined the creative design and marketing team at American Greetings Corporation in Brooklyn, OH. For four years, she led the department in accepted designs and launched the line of Taylor Swift cards in a partnership with Swift Enterprises. She was promoted to the head of the design department and continued to bring her creative flair to American Greetings until resigning in 2000 for a fresh start. After falling in love with the business of cards and stationary, she made the leap of faith to start her own line of cards. The idea for Clothesline Cards & Stationary came from her childhood memory of painting cards and hanging them on a clothesline to dry. The business, debuting in 2000 in Hartford, CT, experienced immense success in the local and online market. Grossing \$500 thousand in the first two years allowed for McPherson and her team of designers to expand their business plans. After saving up and receiving continued support, McPherson made the move to open the second Clothesline store in Charlotte's eclectic shopping district. She specializes in contemporary wedding designs. She currently lives in Charlotte, NC and enjoys traveling the world for creative inspiration.

Chelsea Gerken, Head of Design Team

A colleague of McPherson, Chelsea Gerken also graduated from John Carroll University but moved to the west coast to pursue a career in event planning. After years of working for a small event planning company in Los Angeles, she was hooked into McPherson's wild idea to start a card and stationary line. She left her blooming career to make her college roommate's dream come true. Putting her creative design skills to work, Gerken spent months creating one-of-a-kind cards and stationary for the new line. Her eye for color and quick hands made it an easy start to the large collection. Gerken celebrated the success of Clothesline's first few years by taking a year off for service in Honduras, where she taught orphaned boys at their local school. After her return to the States, she made the agreement to keep Clothesline moving forward. McPherson proposed the idea of another location, and with Gerken's surefire approval, the pair of college roommates never looked back. Gerken has been working hard to prepare an updated collection of cards and stationary for the grand opening of the second store. She looks forward to the sunshine and working in the heart of the shopping district. She recently purchased a home in Charlotte with her husband and plans to continue to make beautiful cards until the next adventure. ###



Clothesline Cards & Stationary

8840 Farmington Ln., Charlotte N.C. 28205 ■ clotheslinecarddesign.com

Today's Date: Oct. 10, 2012

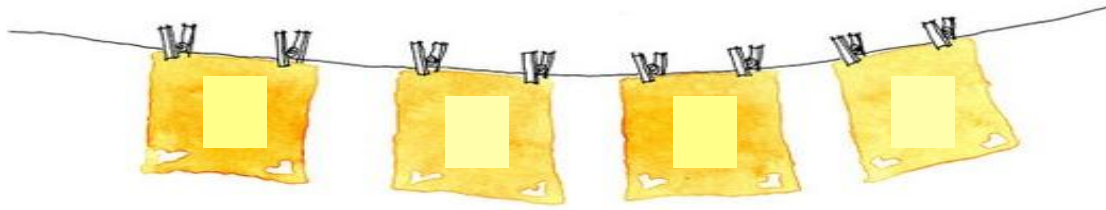
Release No. 2012-30

Contact: Lauren McPherson, CEO, Owner
828-880-4625 (Office)
716-425-0939 (Cell)
clotheslinedesign@gmail.com

Grand Opening Speech (pg 1 of 3)

I would like to express my sincere thanks to everyone who made today and every day such a bright one, for you and the future of Clothesline Cards & Stationary. I am Lauren McPherson, the crazy woman behind this creative exploration that I am happy to call my company. A huge thank you also goes out to my team members, Ty McTigue, Elise Baldarelli, Ashley Dikeman, Katie Warner, and especially Chelsea Gerken, my biggest supporter and feel-good friend. This dream of mine would be no where without my team members. A decade ago, I would never have thought this passion of mine would be my wonderful, surreal career. And for this, I am thankful.

This sunny October day in beautiful Charlotte marks the grand opening of Clothesline's second boutique. There have been countless hours and probably 500 cups of coffee to plan this day alone to provide the best I have to offer our dedicated clients like you. Everything you see on display has been carefully placed, just like each word, image, and mark on each of the cards and stationary. All the delicious finger foods have been catered by Sage Garden Bistro and the miniature cupcake pyramid by



Paula's Bakery. Please do not be shy, there is enough food to feed a high school football team and more.

Although food is always a priority, I'd like to turn your attention over to our product. Every card and piece of stationary around you has been beautifully crafted either by my own hands or under my watchful eye. I have an overpowering sense of pride in my work to hand my client exactly what they have imagined in their mind. The wedding department is every bride's solution to the stationary blunder with personalized touches to classic black-on-white. Our wedding designer specialist, Ashley Dikeman, is always happy to answer any questions or show an eager client what the department has to offer.

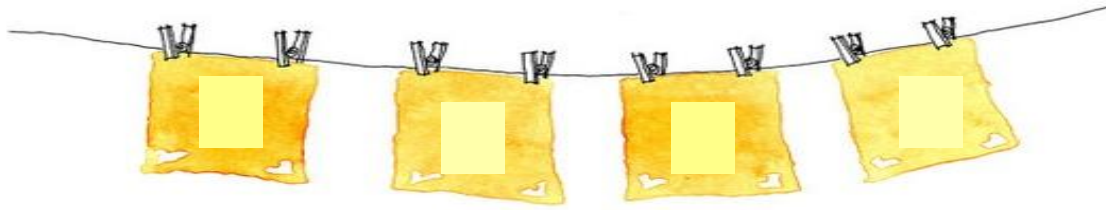
The key to all the designs are the values that influence everything that goes on within this company. I have arranged a few select cards today to portray exactly what you should know about Clothesline and what we value.

Welcome to the family [hold up baby congratulations card, "Welcome to the family"]. I have taken a handful of imaginative, amazing artists and created an army of diligent, brilliant card and stationary designers. We have become a family after these twelve years together and today we welcome you to the family. Each time you give one of our cards or use our stationary, you are extending the invitation to the Clothesline family, whether it's a Thank You note to your 3rd grader's teacher or a long, lost college friend across the country. We value the family we have created.

Happy Birthday! [hold up a "Happy 12th Birthday!" card]. Today, October 24, marks Clothesline's twelfth birthday. Twelve years ago, I invested my savings account in starting my own

-more -

CL



card company, and look where we are now. In these twelve years, I have learned what it's like to be a boss, a designer, and a sleep-deprived business woman on a mission to live out my dream. And so far, so good! This grand opening is also a birthday party for Clothesline. I'd like to acknowledge how far this company has come and how much more room it has to grow in my eyes and in my heart. We value to opportunities.

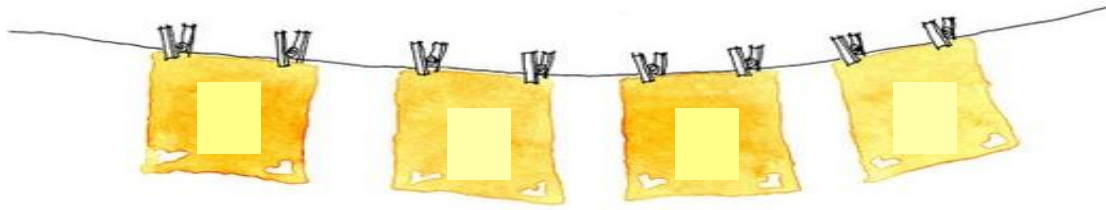
Thinking of You [hold up "Thinking of You" card]. This company, this long-shot dream of mine, would be nothing without the clients. Day in and day out of the creative process, we are thinking of you – the sender, the recipients, the people who don't know how to express what needs to be said without a card. We design each card with our clients in mind and that will never change. We value the clients who make the job worthwhile.

Congratulations [hold up "Congrats!" card]. Congratulations to you for justifying the time, love, and care that has gone into this business. I have been a perfectionist with my projects since grade school, pushing my bedtime back hour after hour to have that art portrait or science report just so. And believe me, things have not changed much. I cannot count on all my fingers and toes the nights my team and I have stayed up well past a reasonable hour to complete a collection or put the final touches on an extra special card. The best part of all is knowing I have thousands of people back in Hartford, here in Charlotte, and as far as Clothesline designs reach enjoying what has become my life. We value your positive response.

Thank you. [hold up "Thank You!" card]. This card in my hand has special meaning to me. This simple yet lovely card is the first Clothesline product I produced back in 2000. Trying to recount all the

-more -

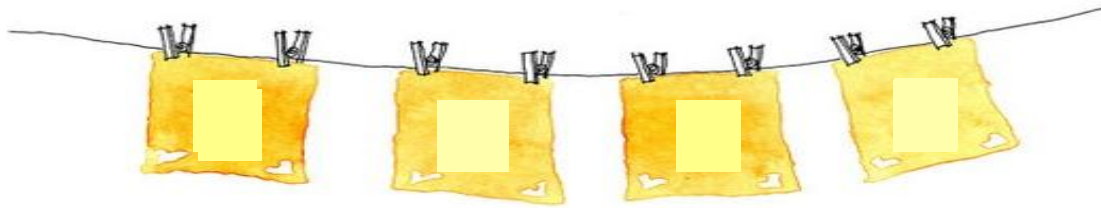
CL



Thank Yous I have created, sent, received, and verbally said along this journey makes me appreciate all that has become of Clothesline Cards & Stationary. My final and ever-present Thank You lingers with you today as we mark our 12th birthday and celebrate our second boutique's grand opening. We value you, thank you.

After anxiously looking around the boutique at everyone present here today, I know I will find a welcoming home in Charlotte – not only for myself, but also Clothesline. I hope to make a difference in the community dynamic here locally and stretching to wherever the post may reach. Please enjoy yourselves and spend some time getting to know the new card culture of Charlotte. Thank you!

###



Clothesline Cards & Stationary

8840 Farmington Ln., Charlotte N.C. 28205 ■ clotheslinecarddesign.com

Today's Date: Oct. 10, 2012

Release No. 2012-30

Contact: Lauren McPherson, Owner & CEO
828-880-4625 (Office)
716-425-0939 (Cell)
clotheslinedesign@gmail.com

Release: At once

ALL THAT AND A BOX OF CARDS

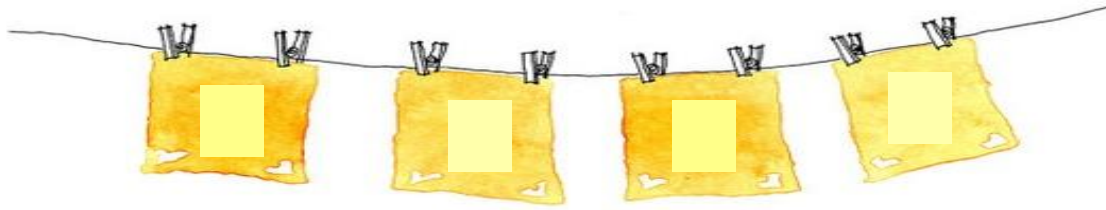
(Wedding Department/page 1 of 2)

Amanda Thompson, soon to be Mrs. Ryan Dempsey, walked down the sun-drenched streets of Charlotte's shopping district. The streets were sprinkled with early-morning shoppers who milled about minding their own business. Amanda is new to town and has every intention of exploring every store, bakery, and office on the surrounding streets. This bride-to-be recently settled in Charlotte, North Carolina with her fiancé to start their life together. Originally from Rochester, New York, the perpetual sunshine is a nice change of pace for Amanda and her sun tan.

Ryan proposed to Amanda in April on a Caribbean Cruise to celebrate her 25th birthday. She had been waiting for Ryan to pop the question, because after all, she had known him for what felt like forever. They started dating their senior year at Boston College and have been together ever since. After four years of dating, Ryan finally decided it was time to settle down and make Amanda his

-more-

CL



beautiful wife. Amanda could not be more excited to start planning the August wedding with her mother, two sisters, and best friend, Carolyn.

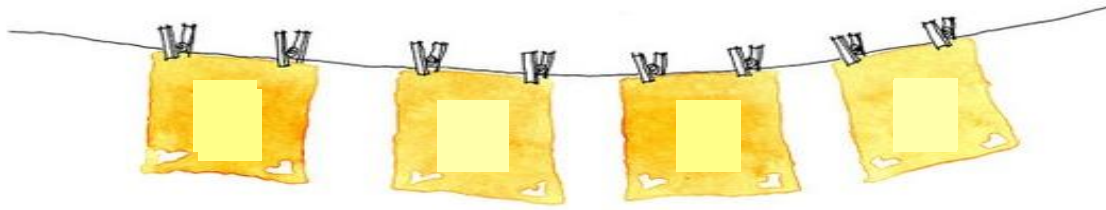
For now, she chose to fill her mornings with new places to explore. She loved how each storefront has something intricately beautiful; whether it is the rustic stone oven at Paula’s Bakery or the classic lines at jewelry store on the corner. Amanda stopped to peer into the window of Clothesline Cards & Stationary, past the “Grand Opening Saturday” sign that almost covered the entire pane of glass. Before her was a vast arrangement of colors, shapes, and designs that captivated her eyes. She took a closer look into the store to see a woman setting up shelves of cards and other items. Naturally, Amanda walked inside with a twinkling bell announcing her entrance. The woman turned around with a warm and friendly grin and instantly introduced herself.

This woman was Lauren McPherson, the owner and creator of Clothesline Cards & Stationary. She had been hard at work setting up the boutique for the grand opening less than a week away. Amanda could tell the store was McPherson’s passion by the way she spoke of the different products and displays set up around them. She was told the whole story behind Clothesline’s birth and success in Hartford that led to opening a second location. Interested, she sat with McPherson for the next hour talking about wedding plans, her new home, and the best donut at Paula’s Bakery next door.

McPherson offered to create Amanda’s wedding stationary set and began to show her all the different designs they offered. The eco-friendly edition would fit both Ryan’s taste and hers. Thrilled with her options, Amanda took away ideas for her return once the store was officially opened. She thanked her new friend and designer and went on her merry way back out to the dazzling sunlight.

###

CL



Clothesline Cards & Stationary

8840 Farmington Ln., Charlotte N.C. 28205 ■ clotheslinecarddesign.com

Client Testimonials

“I worked with Lauren [McPherson] and her talented design team to make the stationary for my wedding. I had an image in my head that they were able to create on paper, beautifully. Every step of the way, someone from the team was giving me the attention I needed to complete my invitations, memos, table cards, et cetera on time. They are incredible people who understand a client’s needs and will do anything to meet those standards. I am happy I was told about Clothesline because I wouldn’t want any other product to advertise my wedding day.”

- Meghan Burnett, Clothesline client, Wedding May ’11

“As a Hartford girl all my life, I have gotten used to new businesses filtering in and out of my urban neighborhood. In 2000, Clothesline Cards & Stationary moved into the space on the corner and stuck. I can’t remember a time those green planters have not been out on the sidewalk marking the territory. I have been buying my cards and stationary from them for over a decade and have never been disappointed. The quality and time put in to making the cards is evident. I love the selection of birthday cards; I’ve never had to send the same one twice! And I have a large family so that means a lot!”

- Olivia Greene, Hartford resident, Clothesline client since ’01

“I knew Lauren [McPherson] from college and at our 10 year reunion, I had the chance to catch up and hear what she had been up to in the past few years. I own and operate my own small financial planning business and needed stationary that suited my professional outlook. Lauren’s Clothesline Cards was able to fulfill my needs and made a set of letterheads and business cards that were exactly what I needed. I haven’t taken my business needs elsewhere since first discovering her genius company.”

- Allan Murphy, financial planner of Murphy Financial Planning, Clothesline client since ’07

###