

TISELLE

TISELLE UNVEILS NEW RETAIL LINE AT THE NATIONAL STATIONERY SHOW IN NEW YORK

PRODUCTS TO INCLUDE SELF-MAILERS, GREETING & HOLIDAY CARDS
PLUS AN EXCLUSIVE COLLECTION IN BRAILLE

NEW YORK, May 9, 2008 – Los Angeles-based custom letterpress and design studio, TISELLE will unveil a brand new line of distinctive retail stationery products at the National Stationery Show at the Jacob K. Javits Convention Center in New York City (May 18-21). TISELLE's retail debut marries the art of letterpress with unique modern designs resulting in a charming line of stylish stationery products. "Vintage wall prints – both ornate and simple – with their repetitive patterns and bold swirls caught my eye and immediately I imagined these patterns embedded deep into cotton paper," says owner, Tianyi Wang. "Letterpress takes design to a whole other level and at TISELLE, we incorporate a keen sense of style with a hint of nostalgia into our exquisite line."

Since its establishment in 2001, TISELLE has predominately been a custom design studio. However their unique designs created such a buzz from consumers including top entertainment studios and non-profit organizations that a retail line was created to fulfill the growing demand.

This spring, TISELLE'S retail collection debut will include:

- **Snail Mail:** Take a break from the impersonal frenetic world of instant messaging and texting and revisit the joy of correspondence with TISELLE's whimsical self-mailers. (Suggested minimum retail price: \$15.00 for a set of six)
- **Correspondence:** A broad array of attractive designs has something to suit every occasion and style. From enchanting vintage animals to ultra-feminine punkrock chic, our greeting cards exemplify the beauty and modernity of letterpress (Suggested minimum retail price: \$4.50 single or \$15 for a box of six).
- **Dot Six:** An exclusive in TISELLE's spring collection that unites the carefully crafted art of letterpress with the six-celled Braille code resulting in both attractive and functional products that can be used by both sighted and visually impaired consumers. (Suggested minimum retail price: \$4.50 single or \$15 for a box of six).

(hi-res images available at www.TISELLE.com)

Authorized wholesale retailers please visit: www.TISELLE.com for additional ordering information.

TISELLE will be at the National Stationery Show (May 18-21) at the Jacob K. Javits Convention Center in New York, Booth 2146.

About TISELLE:

TISELLE is a custom letterpress + design studio located in the heart of Los Angeles established in 2001 by Tianyi Wang. Launched as a custom design studio specializing in event invitations, social stationery and business cards, TISELLE prints using various presses including the Vandercook Sp15 and the Heidelberg and uses only eco-friendly paper and materials. In May 2008, TISELLE will expand its repertoire to include a retail boutique line which will debut at the National Stationery Show in New York. For more information on TISELLE, please visit: www.TISELLE.com.

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