

Contact: Clare Hertel
505.474.6783
Clare@clarehertelcommunications.com

In 2010 Anne Taintor Celebrates 25 Years of Making Smart People Smile

This Year the Company Rolls Out a New Line of Lip Balms, Magnetic Postcards, Shot Glasses, and a 25th Anniversary Shopper!

In 1985, Anne Taintor glued the words “intellectuals gone bad” onto an advertisement clipped from a vintage magazine and featuring a pair of proper and glamorous women. Twenty-five years later, what began as one woman’s attempt to make a living working from home while caring for her young daughter has become a thriving and wholly original business based on giving voice to modern women’s secretly subversive thoughts. Anne’s wry text paired with images of idealized women from the 1930s, 40s and 50s appear on greeting cards, magnets, sticky notes, eco-friendly totes, and dozens of other stylish yet affordable products. Anne has been called “the patron saint of female frustration” and “the queen of collage kitsch,” and her products have come to serve as pop-culture touchstones for what *More* recently called “a community of people who share [our] sweetly cynical outlook on life and are delighted to be in on the joke.”

The following are brief descriptions of the new 2010 products:

Anne Taintor Magnetic Postcards

If your mail carrier seems particularly jovial he or she just might be delivering an Anne Taintor Magnetic Postcard. They are 4” x 6” and guaranteed to leave people laughing at the mailbox. You can send one with a postcard-rate stamp. The writable backing peels off, and postcard becomes a magnet. They come in sixteen different designs. MSRP is \$4.50.

Anne Taintor Lip Balms

Lip care is a very serious matter, but these yummy, new SPF 15 Lip Balms -- in best-selling flavors -- are sure to elicit a chuckle. Tins are individually shrink-wrapped and the dimensions are: 2 3/8" x 1 5/16" h x 7/16"d. They come in 12 different flavors including wild watermelon, forbidden apple, va-va-vanilla, and coconut coquette -- each flavor with its own design. MSRP is \$5.00.

Anne Taintor Shot Glasses

These 2oz shot glasses come in sets of 4 and are sure to get you in trouble! There are 6 different sets, each glass with a signature Anne Taintor collage. These are perfect for any occasion that calls for a drink, from summer fun to ringing in the New Year. MSRP is \$22.00.

(More)

Anne Taintor Anniversary Shopper
With 100% of Profits Going to The Global Fund for Women

Among the new products introduced in 2010 is the 25th Anniversary Shopper, a commemorative 15.7" x 15.5" shopping bag made of 100-percent recycled materials and featuring images of dozens of the most popular Anne Taintor illustrations from the past 25 years. A perfect gift for anyone who's had trouble choosing just one image—now they're in a single product. Best of all, 100 percent of the profits from sales of the 25th Anniversary Shopper will be donated to the **Global Fund for Women**, an organization that shares Anne Taintor's drive to give voice to and improve opportunities for women everywhere. MSRP is \$13.00.

For more information about wholesale products you can contact Meredith Morris, Sales Director for Anne Taintor Inc., at 707-869-8473 or email her at Meredith@annetaintor.com.

###