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Rexcraft Catalog Updated to Focus on Classic and Elegant Designs

*Rexcraft redesigns their catalog in response to
brides' invitation and accessory needs*

MANKATO, MN – April 7, 2008 – Rexcraft, a brand that has set the standard for expertly crafted, high-quality wedding invitations since 1910, announced today the launch of their new, redesigned catalog. Focusing on classic and elegant designs, it demonstrates why the company remains the authority in today's wedding stationery industry.

“We listen to brides and take into consideration their needs,” says Jaci Christensen, brand manager for Rexcraft. “We have completely updated the Rexcraft catalog to reflect what brides tell us they want: classic, elegant, stylish invitations that express their personalities and gorgeous accessories that will complete their weddings beautifully.”

The updated Rexcraft catalog includes more than 40 new invitations that feature clean lines and classic looks while incorporating the style elements brides want, such as pockets, wraps, ribbons, subtly colored and sparkling papers, unique folds, elegant patterns and creative printing formats. Additionally, the catalog revision consists of 85 new accessory items to suit every bride's style and budget.

No matter how classic their weddings may be, brides still want to add personal, custom touches to their stationery and accessories. “While the overall look of the new items remain classic and elegant, brides can still customize Rexcraft products with color choices, ribbons, printing formats, designs and much more,” Christensen says.



In addition, the Rexcraft website (www.rexcraft.com) has been redesigned to reflect the style of the new catalog. Brides can visit the new site to shop online, order a free catalog and invitation samples as well as sign up to receive special offers and promotions from Rexcraft via e-mail.

Brides will also find a wedding and stationery etiquette guide on the website to help them with frequently asked questions.

The new Rexcraft catalog is currently being delivered to brides across the country. “Preliminary reviews and comments are overwhelmingly positive,” says Christensen. “We’re thrilled to hear that brides love the new Rexcraft experience.”

About The Occasions Group

The Occasions Group, Inc. is comprised of 25+ operations who design, produce and distribute stationery and décor products for weddings, holidays and life’s occasions. Their mission is to help people communicate and celebrate life’s events and sentiments. The company’s main focus is to create business and personal products with sentiment, style and quality. Top selling brands include Rexcraft (www.rexcraft.com), Now & Forever (www.now-and-forever.com), Jean M (www.myjeanm.com), Invitations by Dawn (www.invitationsbydawn.com) and Ann’s Bridal Bargains (www.annsbridalbargains.com).

The Occasions Group employs over 3,500 people in 25 locations across the United States, Canada, Sweden, Mexico and the United Kingdom. The company is headquartered in Mankato, Minn.