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Media Contact: Kelly Karrmann, Marketing Manager
317.333.7962 ext. 3
kelly@boatmangeller.com

Hometown Stationery Company Participates in 2-Month Celebrity Marketing Event

INDIANAPOLIS (July 3, 2007) – Indianapolis owned Boatman Geller Paper Collections is currently enjoying its day in the sun at the celebrity filled summer vacation spot, Malibu, California. Beginning July 1st through August 30th, Boatman Geller will be providing custom designed stationery in the form of invitations, thank you cards, note pads, stickers, door tag hangers, and more for the The Beach House, a two month relaxation destination provided by The Silver Spoon, a Los Angeles based entertainment marketing company. The Beach House invites top celebrities, stylists and press to the house, which features the 2007 "Summer Must Haves." Guests will include Hilary and Haylie Duff, Nick Lachey, Rachel Hunter, Melissa and Joan Rivers, and many more. Events for July and August include celebrity hosted barbecue's, baby showers, bridal showers, and beach parties, as well as the filming of MTV's reality show, "The Hill's", and the Oxygen Network's, "Inn Love", featuring Tori Spelling and husband Dean McDermott.

"We fell in love with this fabulous summer project," says owner Jane Boatman Geller, "Our nautical designs were a perfect fit for the feel of this year's Beach House."

With the likes of other high-end companies such as Smith & Hawken, Kipling, and Room Service Home, Boatman Geller will also be contributing their newly released luggage tags for the celebrity gift bag, which will be given to 150 of The Beach House celebrity guests.

About Boatman Geller

Founded in 2002, Boatman Geller specializes in high quality paper goods, including fine stationery, invitations, photo cards, gifts and accessories. Using the leading trends in fashion and home décor, Boatman Geller designs fine stationery with clean lines, colorful patterns, and delightful icons, all while encouraging customers to "live your style". Today, Boatman Geller has grown to more than 1,000 accounts across the nation and overseas, selling product in leading retail stores, catalogs and websites.

About The Silver Spoon

Melissa Lemer and Lorena Bendinskas, partners of The Silver Spoon have grasped the concept of aligning luxury products into one exclusive venue. During a Silver Spoon Buffet each brand displays their product and/or services to celebrities, VIPs, stylist and elite members of the press. Guest visits the Buffet during the "Pre-Event Weekend". These major events include The Golden Globes, Academy Awards, Cannes Film Festival, Sundance Film Festival, MTV Movie Awards and Emmy's. For more information on The Silver Spoon, visit www.thesilverspoon.com.

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