



January 10, 2006

Whitefish, Montana

The *Montana Card Company* announced an official logo today. After several weeks of planning and careful deliberations, plans for the logo were finalized in order to secure the corporate identity for the rapidly emerging *Montana Card Company*. *MCC* Chair-Man and Senior Card Assembler Clint Walker had this to say, "We enlisted the services of renowned Graphic Artist, Carrie Franklund of [Dakota Design](#) after weeks of oscillating between various logo design concepts." Franklund's previous experience in dealing with indecisive executives proved invaluable and the *Montana Card Company* was able to move from concept to final product in a matter of days. Alisha Walker, Founder of the *Montana Card Company* comments, "Over the past several weeks we have continued to compile surveys from around the nation to help us effectively gauge our brand perception relative to the marketplace as a whole. We wanted to implement a logo design that was implicative of the "Made Proudly in the USA" concept, as well as to represent the pride of Montana-made products and craftsmanship. We believe that our logo achieves these goals, delivering an icon our customers are sure to fall in love with."

In addition to the goals reached through the new logo design, the image of the Americana flag itself has its own sentimental history and personal meaning. The Americana flag was painted by Clint using a technique he learned from Alisha's parents. The piece of wood used was Alisha's desktop during her childhood where she often spent time making cards for her friends and family.

The official *Montana Card Company* logo will soon be used by *MCC* retailers in California, Oregon and Montana, as well as on the company website (currently under development) at www.MontanaCardCompany.com

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