



For Immediate Release:

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Scent-A-Message™ Scented Note Cards Create a Pleasant Aroma at the National Stationery Show

Kintnersville, Pennsylvania – June 13, 2007 – Rocking Chair Studio unveiled their expanded selection of Scent-A-Message™ scented note cards at the National Stationery Show May 20th to May 23rd in New York City. The comfort foods collection includes images and aromas that are good enough to eat. The floral collection transports you to a country garden in full bloom.

Unlike scratch and sniff cards with a small spot, Scent-A-Message™ Note Cards contain a microencapsulated layer that releases the scent with the lightest rub across the entire front surface. Building on the popularity of cooking shows and gardening, what could be more appropriate than a contemporary line of comfort foods or beautiful flowers? Rocking Chair Studio perfected the technique to give that “Wow!” factor to every card.

“I smelled the banana-nut muffin card and I had to go find some food to eat,” exclaimed one of the buyers at the show. “The aroma was so real it made my stomach rumble.”

Scented products, a hot list item by several leading editors covering the National Stationery Show, are one of the major trends for 2007. The combination of delicious scents and contemporary images proved to be a big hit with buyers at the show.

Rocking Chair Studio will release the fall and winter collections early this summer in time for autumn, Halloween, Thanksgiving and Christmas. Look for a sumptuous roast turkey, pumpkin pie, fall leaves, holiday cookies, or pine boughs.

For more information, visit www.rockingchairstudio.com or call toll free at 866-408-5399

About Rocking Chair Studio:

Rocking Chair Studio, based in Kintnersville, PA, provides innovative, fun, wholesome products for the social expressions industry. Product lines include Can You Find?® hidden object games, Scent-A-Message™ scented note cards and Fun-in-a-Tin™ games, stationery and puzzles.

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