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### **Openers™ launch big at the National Stationery Show**

NEW YORK, NY May 19, 2008 - Walking by the Openers™ booth, you can't miss the large-scale, tongue-shaped display that invites you to twist your tongue with a challenging-to-say phrase hidden behind a hinged opening. Attendees chuckle when they discovered an unexpected quirky phrase inside a plate-sized wine charm complete with super-sized bead chain. First-time exhibitor, Lisa J. Tanner Company is launching a new line of novelty cards at the National Stationery Show in New York with larger-than-life displays of the new products. Founder and owner, Lisa Tanner, chose to introduce her Openers™ product line with scaled-models of her normally petite products as a way to catch show attendees' attention and invite them to interact with the products. "It is fun to watch people's eyes when they see the big Openers™. It gives us an opportunity to tell them about our products and then show them the real products and how they can be used," explains Tanner.

Launching a product is not new to Lisa Tanner but doing it as a business owner is. After a successful twenty-year career in the software industry, Lisa Tanner decided to follow a dream and start a new career. In corporate life, her days were filled with impersonal text messages, conference calls and email communications. She wanted to create something that brought people together in a more personal, thoughtful way – in everyday situations. Eager to expand her creative talents and leverage her already strong computer skills, Lisa had a vision of decorative, die-cut novelty cards that draw people in with appealing color and design and surprise them when they open the window and discover a quote, a joke or simply a meaningful or unexpected phrase.

After a year of creating hundreds of prototypes, testing her ideas on her children's school community, family gatherings, and dinner parties, she has launched an innovative, unique line of

novelty cards. The product line falls into two categories, *everyday* and *social*. *Knock-Knock Openers™* and *Tongue Twister Openers™* are targeted at parents of young children as an everyday way to send a quick note to their children and also surprise them with a joke to share with their friends. *Just Because Openers™* are envelope-less die-cut cards which open to reveal meaningful quotations that are meant to be shared in everyday occasions with a handwritten note on the back.

The social products consist of Wine Openers™ and coordinating Conversation Openers™. Wine Openers™ are a one-time use wine charm which attach to a wine glass with beaded chain. These wine charms not only distinguish an individual's wine glass by color but also open to reveal a meaningful, practical or quirky phrase. Conversation Openers™ are a decorative addition to each place setting for an event or dinner party but also provide the added surprise of a conversation provoking question in each one. Both Wine Openers™ and Conversation Openers™ are available in 5 different designs.

These products are all packaged for retail sale; however, Tanner and team also work directly with corporate customers and event planners to produce customized versions of all of the Openers™ products. Possible uses for customized Openers™ include corporate conversation starters, fun additions to children's treat bags, wedding favors, business cards that open, or thoughtful quote cards instead of chocolate on a guest's pillow.

**For more information on the Openers™ visit <http://www.openers-online.com>**

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