



Archelaus
P.O. Box 4942
Washington, DC 20008
www.archelaus-cards.com

Contact: Todd Huebner
202-364-7312
huebner@archelaus-cards.com

FOR IMMEDIATE RELEASE:

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Peculiar Greeting Card Declared Finalist for Coveted Award.

Washington, D.C. — Officials at the Greeting Card Association have announced that an offbeat greeting card entitled “Egyptian Mongoose” somehow edged out more wholesome fare to become a finalist in the prestigious 22nd Annual International Greeting Card Awards competition (better known as the “LOUIEs”), in the category “Special Occasion – Everyday (\$3.50 & Below).” Designed by the disturbing deviants at Archelaus, the alleged card is part of a larger humorous series featuring bizarre multiple-choice checkboxes. Invited to “check all that apply,” the sender is free to congratulate the recipient on various improbable contingencies, ranging from birthday and lucrative inheritance to acquittal and release from prison.

An anonymous Archelaus spokesperson, reached for comment during dinner, issued the following statement: “Pleased? Of course we’re bloody pleased! What are you, stupid or something? Pass the mustard.” Pressed to provide more useful information, he grudgingly conceded that the peculiar card is Archelaus’s best seller. “People seem to like congratulating one another on their Egyptian mongooses and new war elephants,” he explained. “Beats me. Apparently it’s some kind of basic human need, like alcohol or nicotine.”

The final results of the fabled competition will be revealed at a special award ceremony in New York on May 17. Archelaus will not be attending. “There’s going to be dancing, for God’s sake,” explained the spokesperson. “Personally, I’d rather have a few teeth extracted.”

About Archelaus:

Founded in October 2005 by an eccentric and reclusive historian then employed at the U.S. Department of Justice, Archelaus designs and produces various peculiar stationery products in addition to its checkbox cards. “We have a full line of greeting cards, notecards, postcards, and invitations,” the shifty, unnamed spokesperson claimed. “We do weird. We do elegant. When the stars align, we do both at once.”

Forward-looking statements:

Certain sections of this news release may contain forward-looking statements, which are mostly based on consultations with oracles, soothsayers, and fortune tellers. Words such as “apocalypse,” “doomsday,” and “four horsemen” are intended to identify forward-looking statements. Archelaus disclaims legal liability for any adverse consequences resulting from undue reliance upon statements in this news release, whether forward-looking or not, particularly when said statements contain obvious lies, exaggerations, or puffery.

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