



For immediate release

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MERRITT STUDIOS, LLC ANNOUNCES THE LAUNCH OF *MerriMail*

***MerriMail* is the first creative living publication that includes a delightful gift and thoughtful ideas in each issue**

Highlights:

- Two female entrepreneurs develop first publication that combines a gift with a magazine
- *MerriMail* is an ideal gift for women; provides merriment throughout the year
- First issue includes a gift of bird salt and pepper shakers by Jeremie, and ideas such as peppery wine recommendations from Bravo's *Top Chef* star Stephen Asprinio, gourmet sea salts, and more

Elkin, North Carolina – (September 25, 2006) – Merritt Studios, LLC, a newly formed organization focused on creative living, today announced the launch of *MerriMail* (www.merri-mail.com)—the first creative living publication that includes a delightful gift and an idea card (or brief newsletter) filled with inspiring concepts related to the featured gift. Each issue of *MerriMail* focuses on one of the following themes: Creativity, Body, Social, Exploring, Indoors, and Outdoors, providing subscribers with a variety of gifts and ideas throughout the year.

“We’re excited to introduce *MerriMail*, an innovative creative living publication focused on inspiring women by presenting multisensory experiences in a more tangible format—through gifts and ideas,” said Caroline Armijo, co-founder, Merritt Studios, LLC. “With *MerriMail* we provide high quality, unique gifts accompanied by insightful information that support a creative lifestyle. For the first four issues, we have selectively picked our favorite gift items that we love and are excited about. These gifts convey lighthearted stories and spark many creative ideas, which we are eager to share with subscribers.

“We believe we’ve created a new market niche with *MerriMail* by developing a publication that combines a gift with a magazine. While gift-of-the-month clubs and traditional magazine subscriptions currently exist, *MerriMail* is the subscription business that effectively combines the two,” said Armijo.

“According to our research, *MerriMail* is the first of its kind in the consumer gift and magazine industries,” said Eris Ball, co-founder, Merritt Studios, LLC. “Through our research, we also found there is a need for presenting ideas in new ways so they stand out in a busy marketplace.”

In an article titled, *Read the Magazine, Then Eat the Meal*, by Stuart Elliott, that appeared in the August 30, 2005, edition of *The New York Times*, Elliott states, “The goal is to present magazines in more tangible forms, so that current and potential readers and advertisers can experience them beyond the static page.”

Ball adds, "We believe *MerriMail* meets this need by directly placing gifts into the hands of subscribers and by providing simple ideas that readers can use immediately. It's merriment in your mailbox."

Introduced just in time for the holidays, *MerriMail* is an ideal gift for women who are interested in creativity, design and everyday living. As a quarterly publication, *MerriMail* is the gift that helps readers learn about new and old concepts while also sharing ideas throughout the year.

Armijo said, "We know today's woman leads a busy lifestyle. To accommodate that, *MerriMail* treats subscribers with a fantastic gift and just enough information that they can read easily in 15 minutes. More importantly, we want subscribers to take simple actions and use their own creative ideas in their daily routines. By doing so, we believe *MerriMail* subscribers will lead a more merry life."

Currently, *MerriMail* is a quarterly publication and costs \$88 for a one-year subscription. The first issue of *MerriMail* is scheduled to arrive on doorsteps this Fall (October) and subsequent issues in Winter (January), Spring (April) and Summer (July). *MerriMail* does not contain advertisements.

About the First Issue of *MerriMail* – Fall 2006

The themes for the first issue of *MerriMail* are Social and Indoors. The gift is a set of ceramic bird salt and pepper shakers by Jeremie. The idea card features articles about the bird salt and pepper shakers and Jeremie, peppery wine recommendations from one of Bravo's *Top Chef* stars Stephen Asprinio (www.stephenasprinio.com), proper table etiquette, collectibles, a brief evolution of salt and pepper shakers, gourmet sea salts and a place to journal. To view a sample issue visit <http://www.merri-mail.com/issues.php>.

***MerriMail* Resources and Online Press Kit**

About *MerriMail* <http://www.merri-mail.com/about.php>

Sample Issue <http://www.merri-mail.com/issues.php>

Subscribe <http://www.merri-mail.com/subscribe.php>

Frequently Asked Questions <http://www.merri-mail.com/faqs.php>

About the Co-Owners <http://www.merri-mail.com/ourstory.php>

Blog <http://merrimail.blogspot.com/>

About Merritt Studios, LLC

Merritt Studios, LLC is a privately held company focused on creative living. Merritt Studios, LLC is comprised of three businesses: 1.) *MerriMail*, 2.) Workshops and 3.) Products and Books. Merritt Studios, LLC began as a joint concept between two creative women, Caroline Armijo, an artist, writer and creator of the *MerriMail* concept, and Eris Ball, a communications specialist.

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This press release contains information that represents the owners' current judgment and expectations of Merritt Studios, LLC and *MerriMail*.

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Source: Merritt Studios, LLC