

**FOR IMMEDIATE RELEASE**

**VIDA VALENCIA TO LAUNCH CONTEMPORARY GIFT COMPANY  
AT NEW YORK NATIONAL STATIONERY SHOW MAY 21-24, 2006  
WITH TWO NEW UNIQUE GIFT WRAPPING PRODUCTS**

**Gift Card Pop-Upz™ The Original Gift Card Presenter™ and WrappaZappa™ Gift Wrap Envelopes**

**Hermosa Beach, CA, April 19, 2006** "Vida Valencia will launch our company and two new unique gift wrapping products at the New York National Stationery Show this May 21-24, 2006 --- Gift Card Pop-Upz™—the Original Gift Card Presenter™ and WrappaZappa™—Gift Wrap Envelopes. Both lines are designed to offer customers a way to present gift cards and gifts with style, personality and especially convenience," said Award-winning Graphic Designer and Founder, Debra Valencia. "Buyers who place a \$300 minimum order will receive a complimentary \$10 Starbucks gift card in one of our Gift Card Pop-Upz™ while supplies last."

Vida Valencia's Gift Card Pop-Upz™ come in a variety of twelve (3.25" x 4.75") special occasion cards with a celebratory or holiday message on the front. The cards are made of heavy card stock with an inside slot for gift card insertion and blank area for personalization. Each card is packaged individually with color-coordinated envelopes suitable for mailing with a standard 1 oz stamp. They are also available as holiday designs (3.75" x 5.25" x 1.125") with unique motifs. Suggested Retail: \$2.99.

"According to **Giftware News eWeekly** (Thursday, March 30, 2006) newsletter, 'results of a national web survey of adults conducted at the end of February revealed that eight in 10 said they would rather receive a gift card from their favorite retailer than any other kind of gift,' " says Vida Valencia Partner, Chris Herrington. "We see a need in this industry that we're prepared to fill with our Gift Card Pop-Upz™ and WrappaZappa™ Gift Wrap Envelopes because we see these products as the evolution of gift giving – simplicity of use, convenience, and style."

WrappaZappa™ Gift Wrap Envelopes are made of heavy stock paper with glossy coating and come with matching stickers—providing a package that looks expertly hand wrapped. Available in two sizes, the large envelope (16" x 10" x 3.5") is sized to hold a garment or shirt box. The small envelope (10" x 8" x 3") can hold books, DVDs and a variety of other items. Each envelope comes in three all-occasion design collections as well as three additional holiday collections. Suggested Retail: Large envelope \$5.00. Small envelope: \$4.00.

The Vida Valencia product lines feature contemporary, modern motifs that appeal to men, women and young adults with a taste for clean, simple design and colors. For product ordering and information, contact Debra Valencia, (310) 372-4000, or write: Vida Valencia 2615 Pacific Coast Highway, Suite 206 Hermosa Beach, California 90254 or email: [info@vidavalencia.com](mailto:info@vidavalencia.com) Additional information is available on the website: [www.vidavalencia.com](http://www.vidavalencia.com)

The Vida Valencia team consists of internationally renowned Graphic Designer, Debra Valencia, whose expertise includes creating high-end branding, packaging and product design for such companies as Esprit Bed & Bath, Karen Klein Candles, Hard Rock Cafés & Hotels, Disney, Hasbro Toys and numerous others in all facets of industry; and Chris Herrington, who brings 20 years of experience in manufacturing, importing, fulfillment and distribution on a worldwide basis. In 2007, Vida Valencia plans to expand their product line to include gift wrap, gift bags, reusable decorative boxes, stationery, albums, journals, candles, body products, and home décor.

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For further information, Contact:  
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