

**FOR IMMEDIATE RELEASE:**

**SPRING HAS SPRUNG AT VIDA VALENCIA  
(NATIONAL STATIONERY SHOW BOOTH #2380)**

**Hermosa Beach, California — April 26, 2007** California-based contemporary stationery company Vida Valencia would like to invite YOU to stop in for a visit at Booth #2380 at the National Stationery Show May 20th through the 23rd at New York City's Jacob K. Javits Convention Center. Vida Valencia's has set the bar for gift card packaging, and the company has been embraced by the industry as a leader in their field. Vida Valencia will be exhibiting for the second year at the show and debuting more than 80 new products since their first show in 2006. Gift Card Pop-Upz™ are the number one seller, and when it comes to spring choices, everything at Vida Valencia is in full bloom.

Gift Card Pop-Upz™ by Vida Valencia are made of heavy card stock and sold with color-coordinated envelopes in a variety of fancy papers. There are currently more than 60 card designs to choose from. The newest releases in the Spring Holiday Collection include: Happy Mother's Day: Brocade and Big Mom, Happy Father's Day: Plaid and Big Dad, Happy Graduation: In Words and Grad Caps. Each detailed design is brought to you by award-winning graphic designer and company owner Debra Valencia.

"The giving of monetary gift cards is a trend that is here to stay and will continue to escalate," says Valencia. "Differentiated through packaging is of utmost importance. It is what brings flare and personality to gift giving."

Vida Valencia's newest Spring Everyday Gift Card Pop-Upz™ include Leopard Print, Black & White Floral, Surfboards, Best Friends Forever and Tropical Fauna designs.

No assembly is required. Simply open flap, insert gift card of choice, close flap and present your flair of fashion. SRP: \$2.99 each. Vida Valencia product is sold at gift and stationery stores nationwide.

Everyone knows great gifts come in small packages. Other new collections include Mini Gift Card Boxes in four of Vida's signature graphic patterns. Boxes measure 2.25" x 3.5" x .75" and fit gift cards perfectly. SRP: \$3.99 each. The same size Mini Gift Card Boxes will debut in 12 styles made in authentic Italian decorative papers with a selection of classic and modern motifs. SRP: \$4.99 each.

Vida Valencia continues to expand all the gift card packaging and gift wrap offerings with Deluxe Gift Card Boxes, Gift Card Hang Tags, Nested Boxes, WrappaZappa™ Gift Wrappers and more.

**ABOUT OUR SALES FORCE**

Vida Valencia has nationwide sales representation from such quality sales groups as Peggy Lichty & Associates for Eastern Pennsylvania, Delaware, Maryland, Washington DC and Virginia; Roadrunners/Noel Weintraub for New York/New Jersey; Southeast Marketing for Florida, Kentucky, Tennessee, Georgia, Mississippi, Alabama, North Carolina and South Carolina; Carol Solomon & Associates for Southern/Central California and Nevada; Air Company for Northern California; Anne McGilvray for Texas, Oklahoma, Arkansas, Louisiana, Kansas, Missouri, New Mexico, Colorado, Arizona, Iowa, Minnesota, Missouri, Nebraska, North Dakota and South Dakota; Excelsior Marketing for Illinois, Michigan, Indiana and Wisconsin; SMC for Alaska, Idaho, Oregon, Washington, Montana and Eisenstodt & Associates for Ohio and Western Pennsylvania.

## **ABOUT VIDA VALENCIA**

The Vida Valencia product lines feature contemporary, modern motifs that appeal to anyone with a taste for clean, abstract design and bold colors. Internationally renowned graphic designer, creative director Debra Valencia founded Vida Valencia. Her expertise includes creating high-end branding, packaging and product design for such companies as Esprit Bed & Bath, Karen Klein Candles, and Hard Rock Cafes & Hotels, Disney, Hasbro Toys and numerous others in all facets of industry.

In 2007, Vida Valencia expanded their product line to include other creative Gift Card Presenters™, gift card hang tags, gift card boxes in 3 sizes and a variety of patterns, and coordinated nested gift boxes, Stay tuned at <http://www.vidavalencia.com> for additional information.

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**High Resolution Images Available Immediately Upon Request**

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