

FOR IMMEDIATE RELEASE

**VIDA VALENCIA INTRODUCES GIFT CARD POP-UPZ™
FASHIONABLY DESIGNED GIFT CARD HOLDERS
WITH NO COMMERCIAL LOGOS**

Giving Personality to Gift Card Giving

Hermosa Beach, CA, May 11, 2006... Vida Valencia, a new giftware and stationery company specializing in contemporary designed products that offer style, personality and convenience, is introducing a new creative concept to the ever-increasing popularity of gift card giving. Gift Card Pop-Upz™—the Original Gift Card Presenter, a new line of fashionably designed gift card holders with no commercial logos, will be featured at the New York National Stationery Show May 21-24, 2006.

"Our gift card holders fill a market need by offering customers a creative way to give personality to their gift card giving while taking the commercial aspect out," said Debra Valencia, an award-winning graphic designer and Vida Valencia's founder. "Now customers have a choice - they can select from a number of colorfully designed holders, which also double as a greeting card with a special occasion message."

According to the National Retail Federation in Washington, D.C., shoppers are expected to spend \$18.5 billion on gift cards this season—up 6.6 percent from last year's \$17.3 billion. "Gift cards are definitely here to stay," says Vida Valencia partner, Chris Herrington, "so it is only natural that customers will be looking for more creative ways to present their gift. The key is to overcome the perception that giving a gift card is impersonal. Gift Card Pop-Upz™ give any gift card personality and pizzazz, making it equally exciting as a presenting a beautifully wrapped package."

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 in holiday designs (3.75" x 5.25" x 1.125") in unique motifs. Suggested Retail: Individual: \$2.99.

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. Additional information is available at 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 Cafes & 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 reusable decorative gift boxes, stationery, albums, journals, candles, body products, and home décor.

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For further information, Contact:
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