

FOR IMMEDIATE RELEASE

**VIDA VALENCIA INTRODUCES WRAPPAZAPPA™,
A GIFT WRAP ENVELOPE THAT LOOKS LIKE AN EXPERTLY WRAPPED PACKAGE**

Wrap It, Zap It and Snap It Shut!

Hermosa Beach, CA, May 15, 2006... Vida Valencia, a new giftware and stationery company specializing in contemporary designed products that offer style, personality and convenience, is introducing a completely new concept to the gift wrapping industry – a gift wrap envelope. WrappaZappa™—Gift Wrap Envelopes – the next evolution in gift presentation – will be presented at the New York National Stationery Show May 21-24, 2006.

"This is the easy answer to perfect wrapping every time," said award-winning graphic designer and Vida Valencia's founder, Debra Valencia. "These envelopes are incredibly simple to use and require no tape, no scissors and no hassle! You just open the envelope, insert your gift and seal it shut."

"This gift wrap product has evolved as an easy, convenient way to wrap your gifts in great style, with no hassle" says Vida Valencia Partner, Chris Herrington. "And it's clever! Customers want creative products that fit their busy lifestyle and WrappaZappa™—Gift Wrap Envelopes offer just that."

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, large (16" x 10" x 3.5") and small (10" x 8" x 3"), the envelopes are designed to hold sweaters to pants, books to games and everything between. Each envelope comes in three all-occasion design collections as well as three additional holiday collections. Suggested Retail: Large individual envelope \$5.00. Individual 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. 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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