

FOR IMMEDIATE RELEASE:

VIDA VALENCIA CELEBRATES FIRST YEAR SUCCESS!

Los Angeles, California – June 11, 2007 It was only last year when California-based contemporary stationery company, Vida Valencia launched their business with 18 Gift Card Pop-Upz™ cards at the National Stationery Show in 2006. Since that first show, the company's product line has grown to include more than 130 new products which were shown at their second year at NSS. They are currently supported by a nationwide network of over 100 independent sales reps.

Vida Valencia's Black & White Floral Deluxe Hinged Gift Card Box received the honor of being featured in the "Best of Show," display in the lobby of Javit's Center at this year's National Stationery Show. Their Black & White Floral Gift Card Pop-Upz™ card graced the cover of Greetings Etc January 2007 issue and gift card packaging by Vida Valencia was named one of the top 25 important trends of 2007.

Most recently in June, Vida Valencia celebrated their rapid growth by moving their design studio to a warehouse-style space in Hawthorne, Calif. The new space allows them to manage the both creative product design with order fulfillment under one roof.

"We are very excited by the interest in our products," exclaims Debra Valencia, founder and award-winning graphic designer. "As gift cards become more and more popular, we plan to roll out more creative ways to personalize the packaging. This is only the beginning!"

Plastic gift card presentation has become a very competitive business and Vida Valencia seems to have their finger on the pulse of what is needed in terms of creative ways to make the monetary gift card more special and personalized. They have grown their Gift Card Presenters™ line from last season and added a brand new concept with their designer gift card boxes.

Vida Valencia's line includes a variety of choices for gift card accessories. The collections include Gift Card Pop-Upz™, Dress Upz Purses™, Gift Card Petz™, Gift Card Hang Tags, Deluxe Hinged Gift Card Boxes, and three distinct groups of Mini Gift Card Boxes made with Authentic Italian Paper Gift Card Boxes, signature Vida Valencia patterns and recycled kraft paper. Stay tuned at <http://www.vidavalencia.com/> <<http://www.vidavalencia.com/>> for additional information.

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.

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High Resolution Images Available Immediately Upon Request

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