

**FOR IMMEDIATE RELEASE:**

**CLASSIC BLACK AND WHITE FROM VIDA VALENCIA**

**Hermosa Beach, California – February 7, 2007** California-based contemporary stationery company, Vida Valencia is making a statement this month with the release of their Black and White Floral Brocade collection. The new 2007 collection includes stylish and convenient gift wrap solutions with Gift Card Pop Upz™, Nested Boxes, Deluxe Gift Card Boxes and Gift Card Hang Tags in black and white floral. With the perpetually growing popularity of the monetary gift card, the personality of your gift comes in the wrap. Vida Valencia has answered that call with their popular growing line. Taking your gift from good to great is all in the presentation.

There are currently more than 100 Gift Card Pop-Upz™ to choose from. The black and white floral brocade card adds an elegant flare to gift card giving. No assembly is required. Simply open the 3.5" by 5" card Gift Card Pop-Upz™ flap, insert gift card into die cut slot—creating a fun pop-up effect and present. Gift Card Pop-Upz™ by Vida Valencia are made of heavy card stock and sold with color coordinated envelopes.

In addition to the popular Gift Card Pop-Upz™ line Vida Valencia has added Nested Boxes, Deluxe Gift Card Boxes and Gift Card Hang Tags for 2007. The Nested Box set includes three sturdy boxes with fully laminated printed patterns on outside top and bottom. A complimentary pattern lines the inside top. The patterns coordinate with the Gift Card Pop-Upz™ and Gifts Card Hang Tags for giving a gift card with a gift. The boxes measure 6" h. x 6" w. x 6" d., 5" h. x 5" w. x 5" d. and 4" h. x 4" w. x 4" d. All three boxes are reusable for multipurpose storage.

Vida Valencia's exclusive Deluxe Gift Card Box is the ultimate in gift card packaging. It is perfect for high value gift cards when an extra touch is needed for a special birthday, anniversary or wedding gift. This hinged box opens to present the gift card like a precious piece of jewelry. Each box measure 3.5" h. x 5" w. x 3.5" d. and is fully assembled with a die-cut insert and attached ribbon to tie the box shut. The Deluxe Gift Card Box is reusable for trinkets and mementos.

Vida Valencia's Gifts Card Hang Tags hold any gift card and conveniently tie to the handle of a gift bag, bottle or bow on a wrapped gift. Each tag measure 3" h. x 4.75" w. and is packaged individually with ribbon. Gift Card Hang Tags are the perfect extra touch when a gift just doesn't seem to be enough.

"The concept of our black & white floral collection is to tie into current fashion trends and that is the look you will see in apparel and home accessories this year. Black & white is very striking, sophisticated and timeless. Pairing this look with convenience in gift card and gift presentation makes gift giving very appealing," says Debra Valencia, founder and award-winning graphic designer.

Stay tuned at <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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