

FOR IMMEDIATE RELEASE:

**HAPPY BIRTHDAY FROM VIDA VALENCIA
(NATIONAL STATIONERY SHOW BOOTH #2380)**

Hermosa Beach, California — April 11, 2007 Happy Birthday monetary gift cards are everywhere. Retailers of every imaginable type of product or service have embraced the idea of gift card giving. Restaurants, entertainment, travel, apparel and services of all kinds are feeding the demand for the monetary gift card. Gift card packaging is Vida Valencia's specialty! California-based contemporary stationery company, Vida Valencia introduced their product for the first time at the 2006 National Stationery Show. This year they will be showing for the second time with nearly 60 new products at booth #2380. Among the newest collections will be seven new Happy Birthday cards.

Happy Birthday Rainbow Dots, Happy Birthday Flowers & Squares, Happy Birthday Tropical Fauna, Happy Birthday Circles, Happy Birthday Lots of Sports and Happy Birthday Cakes are the most recent Gift Card Pop-Upz™ designs. Gift Card Pop-Upz™ are a Vida Valencia original. They are made of heavy card stock and sold with color coordinated envelopes in a variety of fancy papers. There are currently more than 100 card designs to choose from, including holiday, everyday and special occasions. SRP: \$2.99 each.

Fashion forward in pink and black is Vida Valencia's new Happy Birthday Purse for kids; the most recent addition to another original design of Vida Valencia's, the Dress Upz Purse™. Each purse-shape card includes an oval name tag and color coordinating ribbon that ties to the purse handles. Dress Upz Purse™ can be used for party favors and name place holders, as well. No assembly is required. Simply open flap, insert gift card of choice, close flap and present your flair of fashion. Dress Upz Purse™ are made of heavy card stock and are sold individually for \$3.49 each.

"Birthdays are in style 365 days a year," says Debra Valencia, founder and award-winning graphic designer. "According to the National Retail Federation, gift cards sales were \$18 billion in 2005, \$28 billion in 2006 and estimated to be \$70 billion in 2007. With more and more competition among gift cards, packaging becomes a vitally important differentiating factor. Vida Valencia provides the ultimate difference with style and unique personality."

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.

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.

###

High Resolution Images Available Immediately Upon Request

Contact: Debra Valencia, Founder and Creative Director
2615 Pacific Coast Highway, Suite 206, Hermosa Beach, California 90254
Phone: 310.372.4000 or 800.320.6009 Email: info@vidavalencia.com