

**FOR IMMEDIATE RELEASE:**

**NEWLY LAUNCHED GIFT COMPANY "VIDA VALENCIA"  
MAKES GREAT FIRST IMPRESSION**

**Hermosa Beach, CA - June 13, 2006** Vida Valencia, based in Hermosa Beach, Calif., brings not only new faces to the gift and stationery industry, but some well seasoned talent and hard to find innovative ideas too! The company launched just last month at the New York National Stationery Show and the reception was exciting.

"Vida Valencia caused a big buzz with our new paper category: Gift Card Presenters™," said award-winning graphic designer and founder, Debra Valencia. "Many of the competitors and big chains visited our booth numerous times to check out our products."

Valencia has been creating branding, packaging and product design for globally known clients like Disney, Hasbro, Hard Rock, Esprit, MGM Grand and The Cheesecake Factory to name a few, for nearly 20 years. Valencia partnered with gift market manufacturing and distribution expert Chris Herrington, founder of The Herrington Teddy Bear Co., to form Vida Valencia. Vida Valencia is a new giftware and stationery company specializing in contemporary design.

The retailer gift card phenomenon is sweeping the nation. According to the National Retail Federation in Washington, D.C., millions of gift cards are being sold representing over \$18 billion in value each year. To compliment this growing trend, Vida Valencia introduces their primary brand, Gift Card Presenters™, a new line of fashionably designed gift card holders with no commercial logos.

Gift Card Presenters™ by Vida Valencia collections include: Gift Card Pop-Upz™ (pop-up card style), Gift Card Purses (purse shape pouch), Gift Card Petz (animal shape pouch) and Gift Card Hang Tags (holds gift card & doubles as To/From tag).

All Gift Card Presenters™ are made of heavy card stock with an inside slot for gift card insertion and a blank area for personalization. Each card is packaged individually with fancy color-coordinated envelopes suitable for mailing with a standard 1 oz stamp. SRP: \$2.99 each.

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. 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 men, women and young adults with a taste for clean, simple design and colors.

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. Partner Chris Herrington, founder and chief artist of The Herrington Teddy Bear Co., brings 20 years of experience in manufacturing, importing, fulfillment and distribution on a worldwide basis.

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High Resolution Images Available Immediately Upon Request

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