

FOR IMMEDIATE RELEASE:

**HAPPY HOLIDAYS FROM
"VIDA VALENCIA"**

Hermosa Beach, CA, June 2006 Vida Valencia, the newest gift and stationery company specializing in contemporary design, introduces holiday greetings to the masses with 18 new holiday specific Gift Card Presenters™.

Giving gift cards is a win-win situation and the trend is growing by leaps and bounds. It takes the guess work out of shopping and allows the recipient to get exactly what they may be looking for. Vida Valencia's Gift Card Presenters™ double as a holiday greeting card and gift wrap for gift card giving. Each card comes with a color coordinated envelope that can be mailed like a greeting card, tucked into a stocking or attached to a wrapped gift.

"Our Holiday Gift Card Presenters™ offer the ultimate convenience by streamlining holiday shopping," said Debra Valencia, founder and award-winning graphic designer. "Our product allows the shopper to upgrade from the free commercial envelopes provided by individual stores to a holiday friendly Gift Card Presenter™ and give any gift card with pride and personality."

Gift Card Presenters™ are suitable for all ages from the traditional Santa Claus, Christmas tree, Snowflakes and Christmas Stockings to contemporary design including sophisticated stripes, dots and martini glasses. Messages include: Merry Christmas, Happy Holidays, Happy Hannukah, A Stocking Stuffer, Eat, Drink & Be Merry and many more. All Gift Card Presenters™ are made of heavy card stock with an inside slot for gift card insertion creating a pop-up effect and a blank area for personalization. Suggested Retail: \$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.

###

For further information, Contact:
Debra Valencia
Phone: 310-372-4000
email: info@vidavalencia.com