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FOR IMMEDIATE RELEASE:

"Vida Valencia" Triples Holiday Selection of Gift Card Presenters™ with exciting new designs

Hermosa Beach, California - July 2006 Hermosa Beach, Calif. based, gift and stationery company, Vida Valencia, specializes in contemporary design and innovative gift giving ideas. Recently, they tripled their holiday Gift Card Presenters™ selection.

The gift of choice this holiday season is sure to be gift cards. The presentation of choice is Vida Valencia's Gift Card Presenters™. Among this collection of holiday cards are Gift Card Pop-Upz™ and the very latest "Merry Christmas-theme" Dress Upz Purse™.

Gift Card Pop-Upz™ combine the giving of holiday greetings along with the perfect wrap for a gift card. From snowflakes, mod dots, ornaments, ribbons, menorahs and happy stars to Santa Claus, candy canes and the classic wreath, there are 18 Holiday Gift Card Pop-Upz™ designs to choose from.

For something even more clever and very new to the market, think streamlined, stylish and fashion forward when you are talking about Vida Valencia's Dress Upz Purse™. Again a holiday gift card and gift wrap all in one, but this time in runway style. The "North Pole" Dress Upz Purse™ three-dimensional card design is perfect for the fashionista on your holiday shopping list. The card is bright red with candy cane striping and "Merry Christmas" message in the shape of a designer handbag. No assembly required. Simply pop open, insert gift card and close the flaps. This holiday purse includes an oval nametag and a coordinating holiday ribbon to tie to the purse handles.

"The Dress Upz Purse™ makes a great stocking stuffer or holiday party favor pouch," said Debra Valencia, founder and award-winning graphic designer. "Gift Card Pop-Upz™ do double-duty as a holiday card and gift wrap for gift cards all in one."

The Gift Card Presenters™ are suitable for all ages and are made of heavy card stock and come with coordinating envelopes. Inside is a blank area for personalization and a slot for gift card insertion creating a pop-up effect. Gift Card Pop-Upz™, suggested retail: \$2.99 each. Dress Upz Purses, suggested retail: \$3.59 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**