

FOR IMMEDIATE RELEASE:

**GRAPHIC ARTIST DEBRA VALENCIA
INKS LICENSING DEAL WITH QUADRIGA ART**

Los Angeles, California – November 30, 2007 There is a new, fashion forward licensed artist in town, and Quadriga Art's consumer products division is already on board. Internationally renowned graphic designer Debra Valencia, founder and president of California-based contemporary stationery company Vida Valencia, has officially signed a licensing agreement with Quadriga Art – Consumer Products, a global publisher of fine arts, greeting cards and stationery products. The Valencia deal includes licensing of her entire line of Gift Card Presenters™ including 100+ designs of Gift Card Pop-Upz™, Gift Card Dress Upz™, Gift Card Petz™, Gift Card Boxes as well as Wrappa Zappa™ Gift Wrappers.

Effective January 1, 2008, Quadriga Art will handle all sales, marketing, manufacturing and distribution of the Gift Card Presenters™ line, which features contemporary, modern motifs that appeal to all who have a taste for clean, abstract design and bold colors.

Additionally, Debra Valencia is a featured licensed artist for Quadriga Art developing a premier line of stationery products including four new contemporary themed stationery collections. A variety of new paper items will be introduced including gift bags, list pads, to-do calendars, boxed note cards, thank you cards, gift enclosures and labels, and other paper and desk accessories. Valencia also has been retained to develop new gift card packaging and stationery products for Quadriga Art on an ongoing basis.

“I really appreciate Debra Valencia's talent, vision and unique set of skills,” said Andy Meehan, President of Quadriga Art's consumer products division. “This licensing arrangement will allow her to spend 100 percent of her time creating new designs and adding to our future product offerings, and Debra's creativity will become an important part of the value we bring to our customers.”

ABOUT QUADRIGA ART

Quadriga Art is a fine arts publisher and manufacturer of religious and inspirational greeting cards, as well as stationery and gift products. The company is headquartered in New York, with customer service and distribution in Pennsauken NJ and manufacturing facilities in China.

Quadriga is developing new contemporary stationery and gift collections for the specialty and mass markets. The Vida Valencia products will be part of this new product line.

Andy Meehan, is the President of Quadriga Art – Consumer Products. Mr. Meehan is a 20 year veteran in the stationery, greeting card and gift industry with past senior management positions at Paramount Cards, Notes & Queries and Peacock Papers.

ABOUT DEBRA VALENCIA

Educated as a graphic designer and earning the faculty award for most outstanding student, Debra received a BFA with honors from the University of the Arts in Philadelphia. A member of the American Institute of Graphic Arts (AIGA), Debra has lectured at major institutions and conferences nationwide. Her work has been featured in publications internationally such as Time, Interiors, HOW, Print, ID, Communication Arts, Identity, Abitare, Process Architecture, Giftware News, Gift & Decorative Accessories, Greetings Etc. and a number of books including Women in Design 1900–2000. She has received numerous awards from the AIGA and other professional organizations and is a part-time faculty member of Otis College of Art & Design in Los Angeles.

Valencia's expertise includes creating distinctive branding, packaging and product design for globally recognized companies in a variety of industries. Gift, Home, and Stationery: Esprit Bed & Bath, Karen Klein Candles & Spa; Toy: Hasbro, Playskool, Milton Bradley, Swingset Press, Herrington Teddy Bears, and CowParade; Entertainment and Hospitality: Disney, Hard Rock Cafés & Hotels International, The Cheesecake Factory, MGM Grand Hotels, Hilton Hotels, Luxe Hotels Worldwide, Costume Designers Guild and Leonardo DiCaprio; Publishing: Book design for artists, museums, galleries and a variety of travel, business, children and trade book publishers. She founded the contemporary stationery company, Vida Valencia, in 2006. The company features gift card packaging and convenient gift wrap solutions with contemporary patterns in bold colors.

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