

The buzz...



VIDA VALENCIA™

## Listed as one of the 25 Most Important Trends for 2007

— Greeting Etc.

Gift Card sales are estimated to be \$70+ billion in 2007 according to the National Retail Federation.



“Spice up gift-card giving with Gift Card Pop-upz™ from Vida Valencia.”  
— Party & Paper

“... increasing use of gift cards whose popularity is transforming the retail industry... thanks for gift cards, sales rose 10.5% in January 2006 and appear heading just as much up this year.” — Giftware News

“The Gift Card Pop-Upz™ – which double as a greeting card and a gift card holder - is definitely a product on the leading edge...”  
— Gifts and Decorative Accessories

“The growing popularity of gift cards has even spawned a peripheral market for gift card accessories.”  
— **CNNMoney.com™**

“With the overwhelming popularity of gift cards last year, these Gift Card Pop-Upz™ by Vida Valencia are natural winners.” — Party and Paper

“Gift-card sales totaled an estimated \$24.81 billion this past holiday season - up from \$18.48 billion in 2005, according to the National Retail Federation. The huge increase in popularity of gift cards has spurred a rise in creative cards and envelope in which to present them, such as the Pop-Up Gift-Card holders from Vida Valencia.” — Greetings Etc.

“Gift Cards and certificates are ideal vehicles to increase sales and building customer loyalty.” — FitBiz

“The retailer gift card business is upwards of \$18 billion per year, according to Vida Valencia. To compliment this growing trend, the company introduces Gift Card Pop-Upz™, which are cool designer wrappers that personalize and add pizzazz to store gift cards.”  
— **TDmonthly™**

“Add pizzazz to your gift cards with attractive holders.” — FitBiz

