

Press Release from Debra Valencia™

FOR IMMEDIATE RELEASE:

**Vida Valencia™ Creative Gift Card Packaging Line Joins
Jillson & Roberts, Industry Leader in Premium Gift Wrap**

Los Angeles, California – October 30, 2009 Artist Debra Valencia™ will be make her debut with Jillson & Roberts at the Atlanta International Gift Show, January 6-13, 2010 in the Roadrunners showroom (Bldg 2, #807B).

Effective immediately, Jillson & Roberts will handle all sales, marketing, manufacturing and distribution of the Vida Valencia line. The line of Gift Card Presenters™ is comprised of innovative packaging for gift cards including Gift Card Pop-Upz™, Dress Upz Purses, Gift Card Hang Tags, Funny Money Gift Card Boxes, Gift Card Petz and the Deluxe Hinged Gift Card Box. Brainchild of artist, Debra Valencia™, the in line originally launched at the National Stationery Show in 2006 as an independent manufacturer. The line of pop-up cards and three-dimensional gift card wrap features modern design with an infusion of patterns that appeal to all who have a taste for clean design and bold colors.

According to the National Retail Federation, gift card sales exceeded \$24 billion in 2008 and continue to grow in popularity. The gift card packaging includes themes and formats for the most popular gift-giving occasions including birthday, wedding, new baby, anniversary, congratulations, Valentine's Day, Easter, Christmas and Hanukkah.

"I really appreciate Debra Valencia's talent, vision and unique concepts for gift card packaging," said Josh Neufeld, President of Jillson & Roberts. The addition of gift wrap for gift cards to the Jillson & Roberts catalog is an exciting new concept allowing consumers more options for coordinating gift card add-ons with traditional gift giving".

About Debra Valencia

Debra Valencia™ brand of surface designs are a creative blend of florals, brocades, paisleys, geometric and organic patterns mixed and matched in interesting color combinations, all with a distinctive sense of style. The brand is artistic, lively, vibrant, colorful, vivid and imaginative inspired by both pop culture, fashion and worldly ethnic themes. The brand reflects a fresh and imaginative approach to the creation of contemporary classic patterns that are chic and sassy, yet fun and lively. Mixing stripes with florals or colorful motifs on plaid, each collection distinctively captures the essence and personality of the brand.

"My collections are a reflection of my passion for traveling the world and scouring the marketplaces for interesting finds as well as a love for everything vintage. I mix and match elements in interesting color and pattern combinations to make something new", says Valencia.

Valencia's designs are applicable for all types of stationery products including greeting cards, invitations, journals, home office products, gift wrap and party goods. Designs are equally applicable to apparel, fashion accessories, textiles, craft/hobby products and array of home décor products such as bedding, tableware, vases, frames, tiles, wallpaper and more. Valencia is currently licensed with over 12 manufacturers with over 800 products currently on the market or in production for 2010.

Debra Valencia will be exhibiting for the second time as a licensed artist at Surtex in New York, from May 16–18, 2010. Her booth number is 555, Level 3 adjacent to the National Stationery Show. For more information, visit the website at www.debravalencia.com.

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 including Mark Ryden and Liz McGrath, 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

Educated as a graphic designer and earning the faculty award for most outstanding student, Valencia received a BFA with honors from the University of the Arts in Philadelphia. 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., Total Licensing, and a number of books including Women in Design 1900–2000. She has received numerous awards from the AIGA and other professional organizations, serves a part-time faculty member of Otis College of Art & Design in Los Angeles, lectured at major institutions and conferences nationwide. Valencia is member of the Greeting Card Association.

About Jillson & Roberts

Jillson & Roberts is a family-owned company providing premium quality and fashion oriented gift wrap, gift bags, ribbons, gift enclosure cards, decorative mailing envelopes and more. Based in Southern California, the company has over 400 independent sales reps covering every state in the USA plus Canada and is celebrating its 35th anniversary. J&R offers a broad range of social expression items in their product line that are found in thousands of retailers including boutiques, gift shops, airport shops, pharmacies, convenience stores and department stores. They provide superior service to their customers.

In addition, Jillson & Roberts has developed the most complete collection of Eco-Friendly products at competitive prices in the industry. As a company and a family, Jillson & Roberts believes it is critical to sustaining the planet. Eco-friendly products include gift wraps, totes, tissues, crinkle shred, envelopes, tags, gift enclosures printed on recycled papers, and ribbons made of natural raffia. Displays, shipping cartons, cores and spools are made of recycled materials. PLA film is used for clear packaging which is made from corn and is 100% compostable and biodegradable.

Jillson & Roberts will exhibit in several gift shows in January/February 2010 including Atlanta, Dallas, Los Angeles, Minneapolis, Philadelphia, Boston, Chicago, Seattle, and San Francisco.

To place a wholesale order or for custom orders contact:

Jillson & Roberts Customer Service
800.233.8070 ext. 317
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High Resolution Images Available Immediately Upon Request