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November 18th, 2008

Debra Valencia Inks Contract with American Stationery



Press Release

(Los Angeles, Calif.) – American Stationery, notably the second largest personalization company in the United States, recently signed a licensing agreement with graphic artist Debra Valencia. Valencia will be their very first licensed artist and featured designer.

Valencia is the brainchild behind California-based innovative stationery company Vida Valencia and is known for her signature contemporary style. The recent license includes 42 distinctive designs for everyday party invitations, as well as note cards with coordinating mailing labels and envelope seal stickers totaling more than 168 new products.

"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," said Valencia. "I hope to bring this same passion to my work for American Stationery and offer their customers a wide variety of choices to convey their personal style."

The launch of everyday party invitations will incorporate Valencia's unique colorful style including florals, brocades, forms from nature and geometrics, as well as themes for children and adult birthday parties, garden parties and romantic get-togethers. The note cards with coordinating envelopes will include general themes with fashion-forward motifs.

The new product debut will take place in January 2009 on mypapervillage.com in the "Chic & Contemporary Invitations with Style" section. All products will be sold specifically for personalization with the end user's name and message imprinted on each product using American Stationery's on-demand printing process. All printing is produced American Stationery's plants in both California and Indiana. <http://www.mypapervillage.com/>

Debra will be exhibiting at the Craft & Hobby Association Winter 2009 Art & Licensing show Anaheim California in Booth 2989, as well as Surtex 2009 in New York in Booth 2116.

Later in 2009, products also will be available through other affiliated distribution channels including in The Rytex Company's custom order catalogs available for in-store orders through independent retailers, American Stationery's 100 million per year mail order catalog business and at americanstationery.com and mygatsby.com.

About American Stationery

American Stationery brings 89 years of tradition. Since 1919, American Stationery has been a leading

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International Gift Exposition in
 the Smokies
 November 06, 2008
 Sevierville, Tenn.

Year-End Sample Sale
 November 07, 2008
 Billerica, Mass.

Seattle Cash and Carry
 November 07, 2008
 Seattle, Wash.

Smoky Mountain Gift Show
 November 07, 2008
 Gatlinburg, Tenn.



provider of personalized stationery and related products direct to the consumer. They have served generations of satisfied customers with quality and extraordinary value. American Stationery is a manufacturer, not a re-seller, with a brick and mortar facility in Peru, Indiana. As the world has changed in the past century, American Stationery has changed with it. While they are still the same family-owned business, their state-of-the-art website allows you to preview your order and send it directly into their system for quick, error free processing.

About Debra Valencia

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. 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.

Valencia founded the contemporary stationery company, Vida Valencia, in 2006. The company features a variety of gift card packaging and convenient gift wrap. The Vida Valencia catalog of over 130 products is currently licensed to Quadriga Art. Valencia has additionally developed over 300 products including home office collections, stationery essentials, gift bags and journals for Quadriga Art.

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