

# GREETINGS etc. NOW

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## **DEBRA VALENCIA SIGNS WITH AMERICAN STATIONERY**

American Stationery has signed a licensing agreement with graphic-artist Debra Valencia. Valencia will be the company's first licensed artist and featured designer. Valencia is the founder of stationery company Vida Valencia and is known for her signature contemporary style. This license includes 42 designs for everyday party invitations, as well as notecards with coordinating mailing labels and envelope seal stickers - totaling more than 168 new products. The new product debut will take place in January 2009 on [mypapervillage.com](http://mypapervillage.com). Later in 2009, products also will be available through other affiliated distribution channels including The Rytex Company's custom-order catalogs available for in-store orders through independent retailers. For more information, go to [www.americanstationery.com](http://www.americanstationery.com).