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***FIONA'S FLORAL MAGIC PUTS A NEW TWIST ON TOILE WITH
FRESH "BLOOMING HYDRANGEAS" COLLECTION***

BURBANK, CA (January 29, 2009) –Fiona's Floral Magic, a growing resource for fashionable, value-priced gifts, stationery, and decorative accessories, blossoms with "Blooming Hydrangeas," a sophisticated, European country-themed collection, new for Summer/Fall 2009. The fresh-picked ensemble will be among the products showcased at the company's Booth #22486 at the 2009 National Stationery Show, May 17-20, 2009.

Strewn with blue and lilac-hued blooms juxtaposed with intricate, apple green botanical imagery, Fiona's Floral Magic updates classic toile with contemporary flair. Fresh, fashionable, and functional, the Blooming Hydrangeas collection includes:

Stationery & Stationery Gift Sets: A delicate, toile-highlighted bouquet of blue hydrangeas decorates a variety of stationery and stationery gift sets including: a colorful memo cube set in a sculpted holder (\$15. suggested retail); a lifelike notepad and designer pen stand (\$12.); a multi-item notepad gift set contained in a keepsake ceramic basket (\$15.); a flower-splashed social stationery ensemble (\$8.) and boxed, folded notes (\$7.50) ; small and large address books (\$5.50 to \$7.50), numerous useful, die-cut notepads and small sticky notes (\$2.50 to \$8.), and coordinated, dimensional gift bags complete with die-cut gift tags (\$3.50 to \$4.50).

For additional information on its refined Blooming Hydrangeas collection, contact Fiona's Floral Magic, 106 Ventura Blvd, Burbank, CA 91506 or telephone (800) xxx-xxx-xxxx. Website fionasfloralmagic.com

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**WHIMSY AND WIT LIGHT UP PHOENIX RISING'S
SASSY SPRING 2005 CARD COLLECTIONS**

YELM, WA (March 15, 2009) – Phoenix Rising, a Louie-award supplier of embellished greeting cards, springs into 2009 with two extensive new card collections, Take Flight, and Funny Bones.

Witty and whimsical, Phoenix Rising's latest cards deliver messages of connection, congratulations and comfort with humor and warmth. In addition to providing heartfelt sentiments, many of the cards also offer a special treat, such as embossed keepsake bookmarks, fragrant packages of lavender, and translucent, dimensional butterflies. Fresh for the spring, Phoenix Rising's new designs and collections include:

Take Flight: Lifelike butterflies and dragonflies soar in this ensemble of 12 pastel-tinted greeting cards. Embellished with translucent, full-color, intricately detailed winged insects, the three-dimensional cards also showcase botanical floral motifs. The designs -- bearing such inspirational messages as "Those who bring sunshine to the lives of others cannot keep it from themselves," "The earth laughs in flowers," and "Wishes are the dreams we dream when we are awake" -- grace a selection of birthday, anniversary, sympathy, encouragement and friendship cards. Suggested retail for the new Take Flight designs is \$3.95.

Funny Bones: Phoenix Rising tickles the funny bone with a chuckle-filled assortment of humor-themed cards. Sassy and spicy, the 24 new designs feature color-splashed illustrations and tongue-in-cheek messages, such as "Lulu Cuts Loose," (a star-studded cow does a pole dance for her birthday), two swim suited pigs "Bacon in the Sun," and an oh-so-sexy frog ("You Wart Some of This?"). Suggested retail for the humorous new designs is \$2.25.

Lavender Cards: Also fresh from the studios of talented licensed artist Willa Wilson are a series of uplifting cards which feature an aromatic gift sachet of dried lavender, a flower long known for its therapeutic, calming properties. The gift-enhanced designs offer words of friendship and encouragement as well as delivering special birthday greetings. Embellished with gently embossed, botanical imagery, some of the cards even offer recipes for lavender bath bombs, lavender tea, and tasty lavender dream bars! Suggested retail for the fragrant gift cards is \$4.95.

Founded in 1994 by owner Sarah Lewis, Phoenix Rising has grown to be a respected, broad-based supplier for original, hand-crafted contemporary greeting cards. The company is the recipient of two prestigious "Louie" awards, honored for design excellence by the International Greeting Card Association.

For additional information on its expanded selection of greeting cards for spring 2009, contact Phoenix Rising, 4487 Ray Drive, Yelm, WA, 91488, or telephone 800-xxx-xxxx. Website: www.phoenixrising.com