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FOR IMMEDIATE RELEASE

CrinkleCo Gift Wrapping Kits Chosen Again as Best New Product Finalist

Washington, DC - May 6, 2008 – For the second year in a row, CrinkleCo gift wrapping kits have been selected for presentation in the May 2008 National Stationery Show's esteemed Best New Product Display. The Best New Product Awards competition expanded this year as an eco-friendly Think Green counterpart was added to each of the six defined categories in an effort to acknowledge exhibitors who have made strides in the development and manufacturing of earth-friendly products..

At this year's show CrinkleCo introduces a brand new gift wrapping kit in the shape of a purse. For the stylish gift giver on top of hot new trends, the CrinkleCo Purse in its fun and fashionable designs is perfect for gift giving any time of the year. Everybody knows that purses are a girl's best friend. The CrinkleCo Purse is perfect for gift giving to your best friend on her birthday, Mother's Day, graduation or just because. As with all of CrinkleCo kits, the Purse is made from recycled paper and printed with soy ink, comes complete with ribbon, tissue paper, and tag, and is available in three designs: Flowers, Stripes, and Dots.

At the Show, editors of leading trade publications and NSS delegates (VIP buyers) will judge display participants and select a winning new product in each of six categories: Social Stationery, Desk Accessories, Party, Lifestyle/Specialty Gift, Paper Craft/Scrapbooking, and Luxury.

About CrinkleCo

Headquartered in Washington, DC, CrinkleCo offers all-in-one and easy to use gift wrapping kits with beautiful papers designed to inspire that creative side in each of us. In just minutes you can transform your gift into a thoughtful and meaningful creation.

So, wrap it like you mean it! Visit www.crinkleco.com.

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For more information:

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