



2001 S STREET NW
SUITE 300
WASHINGTON DC 20009
T 202 640 2868
F 202 370 6403
WWW.CRINKLECO.COM

FOR IMMEDIATE RELEASE

**CrinkleCo Makes Gift Giving Complete
Introducing Whimsical and Time-Saving Gift Wrapping Kits
at the 61st National Stationery Show**

Washington, DC - May 17, 2007 – CrinkleCo has unwrapped its doors to bring new meaning to gift giving and will debut its collection of premium all-in-one gift wrapping kits at the National Stationery Show in New York City May 20 – 23rd. No more embarrassing moments for the givers who say, “I’m sorry. I didn’t have time to wrap it.”

CrinkleCo’s kits reinvigorate the excitement of gift giving, bringing out the giver in each of us, and awakening the sensation of opening a gift and being surprised! Search no more for scissors or tape stashed in the junk drawer or rolls of last year’s paper buried in the closet. CrinkleCo’s collection of modern, illustrated gift wrapping kits is packaged with everything needed to wrap a gift, right down to the tag. These time-saving kits are simple to use and available in the form of gift wrap, pillow box, and gift bag. CrinkleCo’s designs are creative and sophisticated in a palette of colors that can be artfully mixed and matched. With less than five minutes, CrinkleCo gives you the ingredients to wrap like a pro whether it is a gift card, sweater, or that odd shaped item. And while you look good, you can also feel good because CrinkleCo uses recycled paper and prints with soy-based ink.

CrinkleCo products will be available for first-time orders at the National Stationery Show, North America’s largest and most important industry event. With its vibrant atmosphere, high-energy, and 14,000 attendees, the show is ideal for CrinkleCo’s introduction. Visit the CrinkleCo Booth #3389 to meet the hearts of the matter!

About CrinkleCo

Headquartered in Washington, DC, CrinkleCo manufactures 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:

Tom Klinedinst/202.640.2868

t@crinkleco.com