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FOR IMMEDIATE RELEASE

**CrinkleCo Gift Wrapping Kits
Chosen As Best New Product Finalist**

Washington, DC - May 25, 2007 – CrinkleCo gift wrapping kits have been selected for presentation in the May 2007 National Stationery Show's esteemed Best New Product Display.

For shoppers who need a quick way to package gifts on the go, kits from CrinkleCo offer everything needed to wrap a gift, including tape and tag. CrinkleCo's collection of modern, illustrated gift wrapping kits are available in the form of gift wrap, pillow box, and gift bag and are printed with soy-based ink and recycled paper. CrinkleCo's trendy designs are creative and sophisticated in a palette of colors that can be artfully mixed and matched.

At the Show, editors of leading trade publications and NSS delegates (VIP buyers) judged display participants and selected 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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