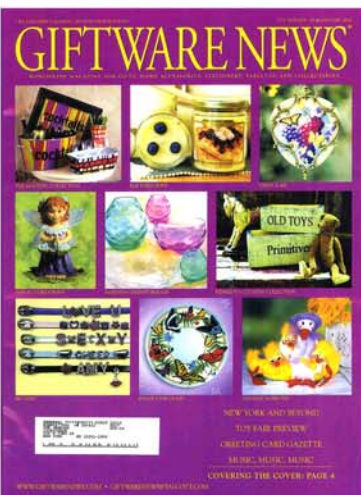




# Spring Fancies

**Press Release:**  
Giftware News, January 2004

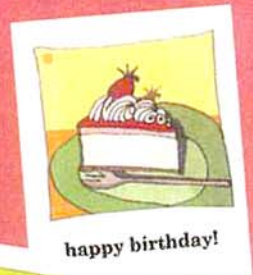
Spring fancies;  
Luckychair Launches New  
Products, Website  
By Pamela Graves.  
Greeting Card Gazette,  
Page 118



## Luckychair Launches New Products, Website

Luckychair, manufacturer of whimsical and sophisticated illustrated "everyday things" greeting cards, has added eight new tiny enclosure cards to its product line-up. Each card measures 1.75"x2" and comes with a tiny white wove 2.5" square envelope. The cards feature the company's most popular illustrations with a greeting on the front. Greetings include "happy birthday," "thank you," "congratulations," and "from me to you."

Additionally, to celebrate its second year in the greeting card business and to meet the growing demands of the wholesale market's needs, Luckychair has redesigned its greeting cards website. Launched in December 2003, the site [www.luckychair.com/cards](http://www.luckychair.com/cards) allows searches in the categories of greeted, blank, and enclosure card sections. The site has an overhauled retail shop listing in the new store locator section plus listings of national rep groups and upcoming trade shows. Luckychair has also added a small retail section on the website to sell the most popular styles singly or in six-packs directly to the public.



Luckychair (208 W. 23<sup>rd</sup> St., #1602, New York, NY 10011) has introduced a line of tiny enclosure cards for gift packaging. Call 212/229-0859 or Circle No. 468