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FLORIDA GREETING CARD COMPANY SPREADS HOLIDAY CHEER WITH NOSTALGIC CHRISTMAS CARDS.

St. Petersburg, Florida -- October 18, 2007 -- What's Buzzin'?, a greeting card company located in St. Petersburg, Florida, is proud to announce the release of their newest holiday-inspired collection -- Tropical Vintage Christmas Cards. This line of cards combines elements from vintage postcards, many that date back as early as the 1920s, with retro-styled illustrations to create a unique holiday message that perfectly captures the easy-going lifestyle of "Old Florida."

While the Tropical Vintage Christmas Cards have a distinct nostalgic feel of Florida -- with kitschy beach scenes depicted in many -- they also capture the true essence of the holidays with their unique imagery. Of course, the cards also have a distinct sense of humor about life here in Florida, where it's common to experience 80° weather around Christmas.

These greeting cards give the snowbird or relocated Northerner a chance to spread a sunny greeting to snowbound friends. These antique visuals have a bit of sass to them as well, the element of a pin up girl on the beach or helping Santa pick oranges, brings a new sense of fun to the traditional Christmas greeting.

"This is a design approach that has not been done before and it's getting rave reviews from card shop retailers, antique collectors and Christmas shops" explains Diane Dempsey, Creative Director of What's Buzzin'?, "We wanted to create a card that would appeal to Floridians, as well as seaside lovers from other states. These holiday cards spread that unique brand of Christmas cheer - with sunshine instead of snowballs."

This isn't the first time What's Buzzin'? has made news within the greeting card industry. Last year, the company introduced its 1950s Christmas Snapshots series, which has been expanded upon for 2007. The new, old fashioned, holiday cards feature photos of bubble lights, 45 rpm Christmas records, and tin toys among other vintage elements, that will bring back the golden memories of childhood and the joys of the holidays.

The entire card line is available online at www.whatsbuzzin.com, and selections at various card, gift and antique stores throughout Florida. For more information about What's Buzzin'?, visit the company's web site at www.whatsbuzzin.com or call 727.895.5259.

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HI-RES DIGITAL IMAGES OF PRODUCTS AVAILABLE

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