



## **SCENTCOLOGY 101 GREETING CARD LINE BY SCENTSATIONAL GREETINGS, INC. TAKES CARD INDUSTRY BY STORM**

New York City, New York. May 15, 2008: A new and exciting trend within the greeting card industry is upon us. Greeting card innovator Scentsational Greetings, announced the debut of its one-of-a-kind greetings that combine the art and science of scent with the personal connection of a greeting card. The signature line, called Scentology 101, is a creative and vibrant line of greetings that takes gift giving to a whole new level by incorporating colorful images, upbeat verses, and remarkable scents. This new line of cards will utilize various scents to improve moods and make special occasions even more pleasant. Studies have shown specific positive feelings such as happiness, relaxation, nostalgia, etc, can be elicited through scent. Scentology 101 will make its debut at the 2008 National Stationery Show. The show is running May 18-21, 2008 at the Jacob Javits Convention Center in New York City and Scentsational Greetings is located in booth #1263.

Scentsational Greetings, Inc. was founded by April Seals-Partner- an entrepreneur and avid scent lover. Prior to launching this start-up venture, Seals-Partner founded and managed Innovative Affairs, a chocolate fountain rental service in Southern California. It was through Innovative Affairs that Seals-Partner came up with the idea of scented greeting cards. "Scentsational Greetings was conceived through my desire to communicate with clients using a chocolate scent," said Seals-Partner. "My clients always raved about the scent of our Belgian chocolate. I thought about how nice it would be to send them a thank you card with the same scent." After searching the local gift shops for such a product to no avail, Seals-Partner decided to make them herself. The Scentsational Greetings brand was born.

Scentsational Greetings adds a new dimension to greeting cards. In the past, consumers could see and feel the paper to experience a greeting. Now they can also experience the same greeting through the sense of smell. Each greeting has a scent "definition" on the back explaining the positive effects the scent has to offer. "There is simply nothing else on the market that offers the same functionality and value as these cards."

Seals-Partner continued, "One of the hottest trends in retail today is to engage the senses of a consumer. Americans have a passion for scented products. Our sense of smell is the strongest of all human senses and is directly linked to memory and emotion. Scentology 101 greetings use scents that can have a powerful influence on the consumer's emotions and mood."

Scentsational Greetings was recently selected to participate in the 2008 National Stationery Show's Best New Product Display. "I am extremely happy with the reception Scentsational Greetings has received so far by consumers and the industry. We look forward to a very successful launch" said Seals-Partner. Orders for Scentology 101 cards can be placed by calling (800) 358-7801. Catalog requests and samples are available online at: [www.scentsational-greetings.com](http://www.scentsational-greetings.com).

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