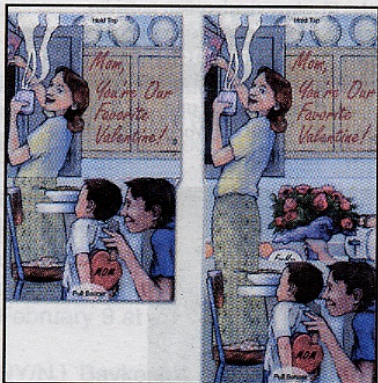


THEY'RE BRAND NEW! CHARM THAT SPECIAL SOMEONE WITH A "POP DOWN" VALENTINE NOW AT SILVER TULIP FLORIST IN LINCROFT



PopDown™ Cards has been lovingly described as the little engine that could.

Founded in 2010 by award winning children's book illustrator David Udovic and his wife Susan, PopDown™

Cards brings transformation to the ordinary card.

"Using the PopDown™ design allows me to tell a story similar to a vignette. People really seem to identify with this," Udovic comments.

Standing in his sun-drenched studio filled with a lifetime of art just waiting to transform into cards, Udovic is optimistic. "Competing in a mature market presents its challenges especially when we place the strict requirements we put on our work. Unlike the national companies all of our cards are hand-crafted right here in New Jersey. Though it would be more expedient, nothing is outsourced because we ultimately believe in the ingenuity and work ethic of our community," he said.

PopDown™ Cards are gaining traction even in this less than perfect economy. Udovic credits the local businesses he has partnered with for his success.

"We started with Bayshore Pharmacy in Atlantic Highlands. Ellen really is great. She works with local entrepreneurs helping them get off the ground. Since then, we have taken on The Front Porch Emporium in Keyport, where the collection of unique and beautiful items in a lovely downtown setting works well for us. The opportunity to have our cards

in this location is just wonderful.

This month we are joining forces with The Silver Tulip Florist in Lincroft. We wanted to expand our market presence into florists and we believe that this is the perfect venue. The whole operation is a class act and Carol the owner is wonderful," Udovic comments.



We also just updated our website, www.popdowncards.com so it's full steam ahead.

Udovic explains that his greeting card designs are drawn from this love of the graphical narrative. The influence of children's book illustration is apparent in the original characters he designed for his "Animal Friends" line.



They all tell a story."

"I've also begun to incorporate local images," he said. "From Atlantic Highlands to Cape May, the beautiful Victorian homes on the Jersey shore inspired a series of greeting cards with Victorian homes and interiors."



PopDown™ cards, including Udovic's "Christmas Collection" and birthday invitations, are available locally at the Silver Tulip Florist, Lincroft, The Front Porch Emporium, Keyport, and the Bayshore Pharmacy in Atlantic Highlands.



You can see all of his designs at his website, www.popdowncards.com.