

A LETTER FROM OUR PRESIDENT:

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Dear Valued Customers and Friends:
I am pleased and proud to send you Little Yellow Bicycle's catalog introducing our Spring Collections, "Paradise", "Saturdays" and "Swoon". At the same time, I would like to talk about some concerns you've raised.

We introduced LYB three years ago with one mission: *to serve the independent retailers and small specialty chains by offering inspiring, limited-edition collections available exclusively through the local scrapbook store.* Our philosophy was based on our belief that LYB's limited-edition collections would help you to manage inventory and help keep your store fresh.

We are truly grateful for your support and the role you've played in LYB's success!

Recently some of you have been frustrated because our collections have sold out before all orders have been filled. We're excited about the increased demand, and we're doing our very best to manage our own inventory carefully. Still, our ability to continue to provide fresh collections is based on our single-release, limited edition strategy. To ensure you receive the items you want, I encourage you to place your order as quickly as you are able, since we fill them as they are received, giving priority to full-collection orders.

Thank you once again, and we hope you enjoy these new collections!

Sincerely,
Ted Zachs
President
Little Yellow Bicycle



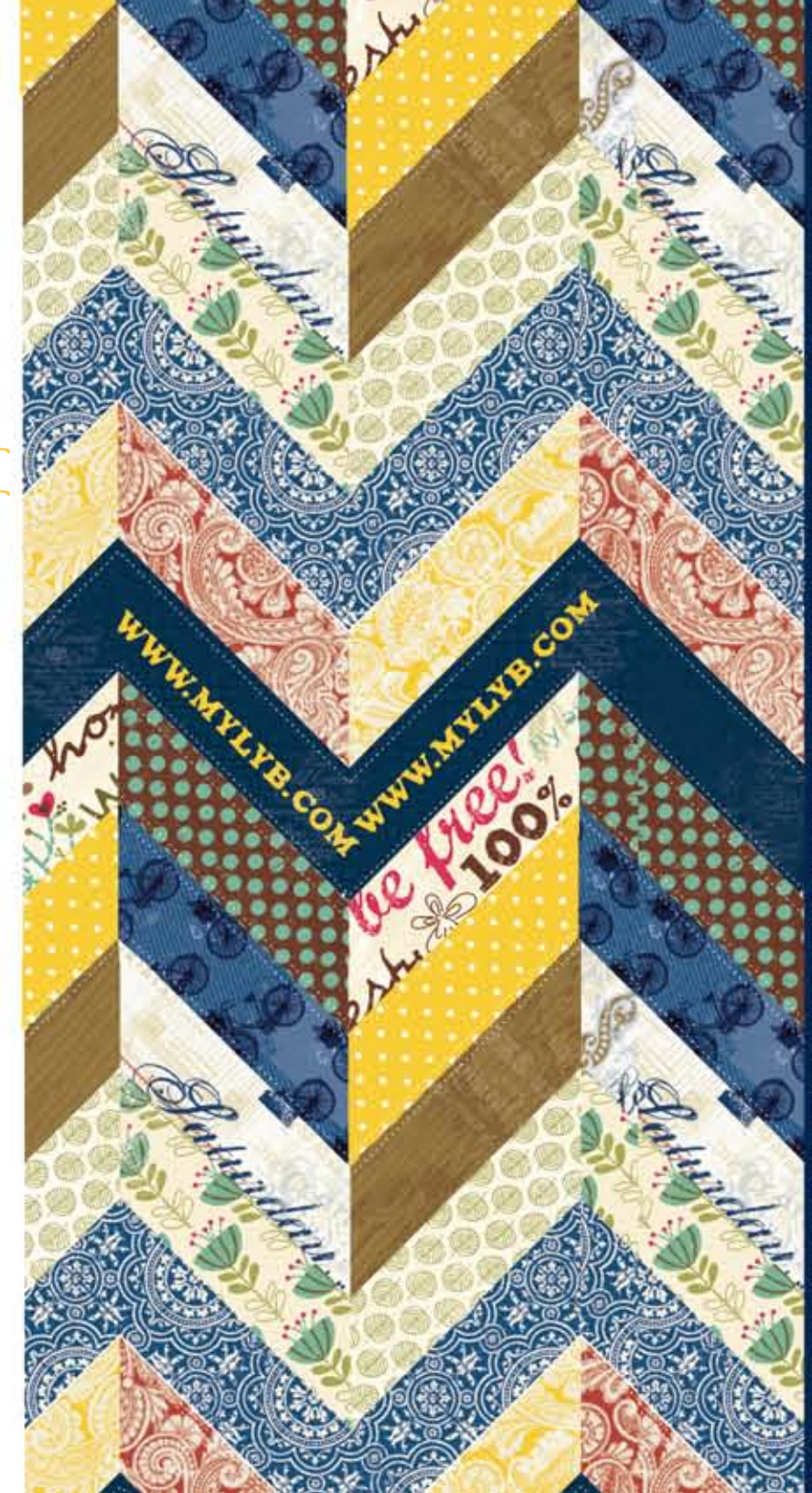
W12-Bag
UPC# 10527 0



Little Yellow Bicycle®
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Follow us on  Little Yellow Bicycle
and visit our blog: littleyellowbicycle.typepad.com

www.mylyb.com



PARADISE

Fly away to Paradise ... a special place where you can be anything you want to be! This delightful collection combines a little bit of adventure with a little bit of whimsy and a whole lot of fun!

A world of endless possibilities ... pure Paradise!

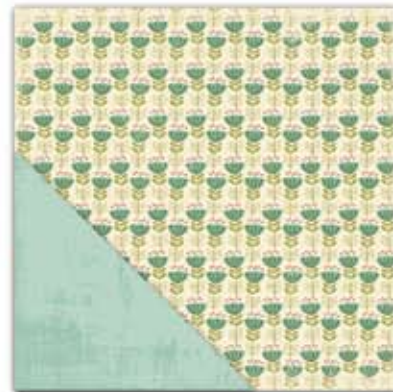
12x12 Textured Double-Sided Cardstock



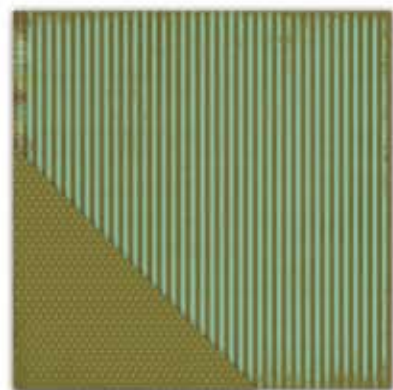
PD-101
Paradise/Petite Pom Poms
UPC# 10301 6



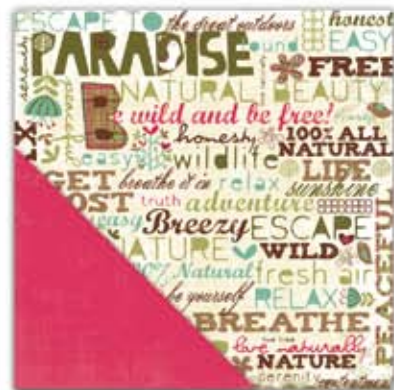
PD-102
Bird in Paradise/Plenty
UPC# 10303 0



PD-103
Simple Pleasures/Teal Too
UPC# 10305 4



PD-104
Splendid Stripe/Olive Leaves
UPC# 10307 8



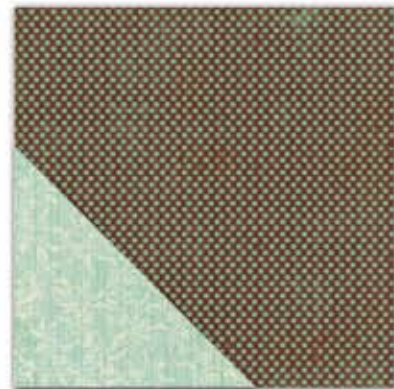
PD-105
Born to be Wild/Magenta Morning
UPC# 10309 2



PD-106
Happy Dots/All Natural
UPC# 10311 5



PD-107
All Natural Leaves/Olive Only
UPC# 10313 9



PD-108
Blissful Dots/Teal Tapestry
UPC# 10315 3



PD-109
Pleasant Plaid/Earthy Dots
UPC# 10317 7



12x12 Layout: Be Exactly

Cardstock

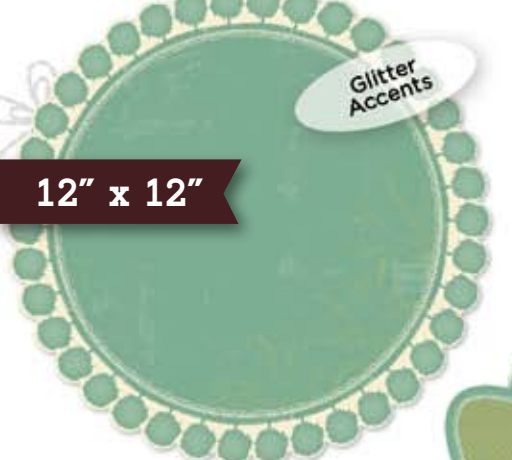


PD-135 Stickers
Favorite Pieces
1 Sheet (5.5" x 12")
38 Pieces
UPC# 10323 8

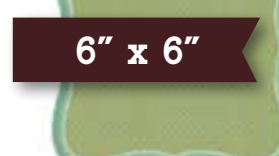


PD-140 Stickers
Fresh Verse™
1 Sheet (5.5" x 12")
72 Pieces
UPC# 10325 2

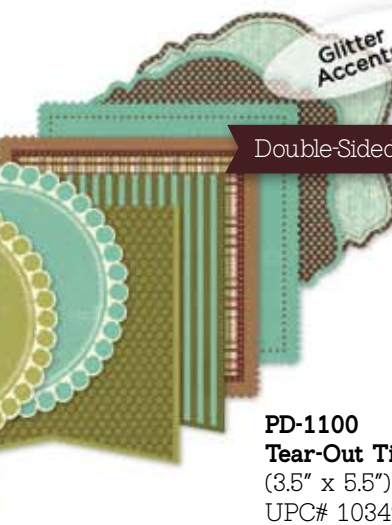
Decorative Edge Textured Cardstock



PD-122
12" x 12" Decorative Edge Cardstock
(12" x 12") 1 Pieces
UPC# 10319 1



PD-133
6" x 6" Decorative Edge Cardstock
5 Pieces
UPC# 10321 4



PD-1100
Tear-Out Ticket Book
(3.5" x 5.5") 10 Pieces
UPC# 10349 8

5 Things Envelopes



PD-308 5 Things Envelopes
Self-Adhesive
15 Pieces
UPC# 10345 0

PD-309 Confetti Garland
(30" Long) 1 Piece
UPC# 10347 4

Paper Flower Kit

PD-305
Paper Flower Kit
(3" Max. Size) 48 Pieces
UPC# 10341 2



Tear-Out Ticket Book



Fabric



PD-220 Fabric Favorites
Self-Adhesive
(1.5" x 5.75" Max. Size) 23 Pieces
UPC# 10331 3

Felt



PD-222 Felt Stickers
(.87" x 2.25" Max. Size)
7 Pieces
UPC# 10333 7

Chipboard



PD-168 Chipboard Slider Sticker
1 Piece
UPC# 10327 6

Stick Pins



PD-277 Stick Pins
15 Pieces
UPC# 10337 5

RETAIL CLASS KIT

PD-KIT Retail Class Kit with Instructions Includes:

- PD-101 Paradise/Petite Pom Poms
- PD-102 Birds in Paradise/Plenty
- PD-103 Simple Pleasures/Teal Too
- PD-104 Splendid Stripe/Olive Leaves
- PD-108 Blissful Dots/Teal Tapistry
- PD-140 Cardstock Stickers - Fresh Verse™
- PD-220 Fabric Favorites
- PD-230 Clear Cut Shapes
- PD-305 Paper Flower Kit
- PD-309 Confetti Garland
- UPC# 10351 1



The Retailer's Advantage!

As our way of supporting YOU, we've designed a beautiful class, complete with everything you need (just add a teacher)!

- Make more money on classes while moving more product
- Designed to eliminate the stress and cost of class prep
- 12-kit minimum, and can be ordered in increments of 6 thereafter
- Special discount is built into the cost for Bonus Margin on every kit sold
- Packed and shipped in its own box, labeled "Class Kit"
- Includes color step-by-step instruction sheet

* \$200 net minimum order for this collection required

Acetate



PD-230 Clear Cut Shapes
(2.25" x 4.5" Max. Size) 18 Pieces
UPC# 10335 1

Chipboard



PD-279 Chipboard Shapes
(3" x 3.5" Max. Size) 32 Pieces
UPC# 10339 9



PD-306 Medley Album Kit
23 Pieces
UPC# 10343 6



Happy Girls Layout



5 Things Altered Tray



My Happy Paradise Layout



Travelogue



Out & About Layout



Each Day Altered Tray

PARADISE IDEA GALLERY

12x12 Textured Double-Sided Cardstock



Saturdays are all about doing the things that make you happy. This free and easy, casually sophisticated collection perfectly captures that Saturday mood with delightful denims, gorgeous prints and embellishments. Celebrate and savor the sweet, simple everyday moments that make life worth living!

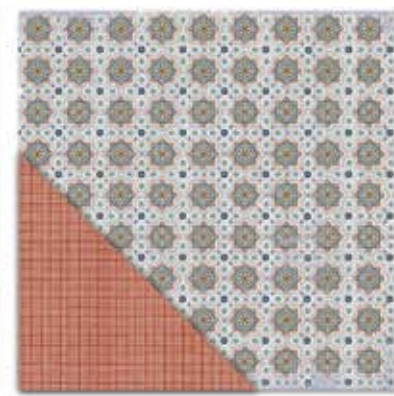
Kick back, relax ... and enjoy Saturdays.



12x12 Layout: Saturdays Project



ST-101
Saturday Collage/Easy Breezy
UPC# 10357 3



ST-102
Reverie Garden/Rustic Red Linen
UPC# 10359 7



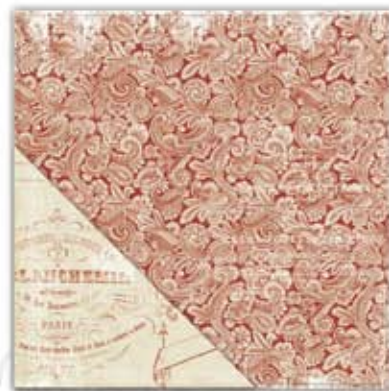
ST-103
Cottage Dreams/Well-Worn Wood
UPC# 10361 0



ST-104
Vintage Bliss/Pattern Play
UPC# 10363 4



ST-105
Pants and Patches/Burlap Bag
UPC# 10365 8



ST-106
Lose Yourself/Lovely Labels
UPC# 10367 2



ST-107
Pick-A-Posy/Meet Me In
The Meadow
UPC# 10369 6



ST-108
Enjoy the Ride/Denim Days
UPC# 10371 9



ST-109
Blue Reverie/Picnic Plaid
UPC# 10373 3

Cardstock



ST-135 Stickers
Favorite Pieces
1 Sheet (5.5" x 12")
24 Pieces
UPC# 10379 5

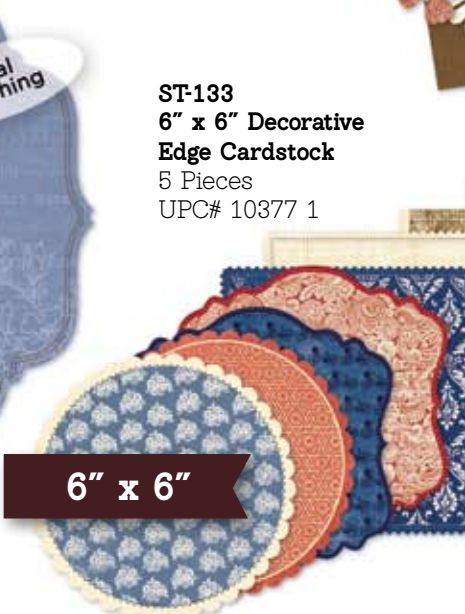
Decorative Edge Textured Cardstock



ST-122
12" x 12" Decorative Edge
Cardstock
(12" x 12") 1 Piece
UPC# 10375 7



ST-140 Stickers
Fresh Verse™
1 Sheet (5.5" x 12")
72 Pieces
UPC# 10381 8



ST-113
6" x 6" Decorative
Edge Cardstock
5 Pieces
UPC# 10377 1

Dimensional



ST-195 Dimensional Stickers
(1.25" x 4.5" Max. Size)
7 Pieces
UPC# 10385 6



Paper Flower Kit

ST-305 Paper Flower Kit
(3" Max. Size) 57 Pieces
UPC# 10399 3

5 Things Envelopes



ST-308 5-Things Envelopes - Self-Adhesive
15 Pieces
UPC# 10403 7

Tear-Out Ticket & Journaling Card Book



ST-1100
Tear-Out Ticket &
Journaling Card Book
(3.5" x 5.5") 24 Pieces
UPC# 10407 5

Fabric



ST-220 Fabric Favorites - Self-Adhesive
(2" x 4" Max. Size) 13 Pieces
UPC# 10387 0

Felt



ST-222 Felt & Burlap Flower Stickers
(2.25" x 2.25" Max. Size)
4 Pieces
UPC# 10389 4

Chipboard



ST-168 Chipboard Spinner Sticker
(3.5" x 3.5") 1 Piece
UPC# 10383 2

Stick Pins



ST-277 Stick Pins
15 Pieces
UPC# 10393 1

RETAIL CLASS KIT

ST-KIT Retail Class Kit with Instructions
Includes:

- ST-135 Cardstock Stickers - Favorite Pieces
 - ST-140 Cardstock Stickers - Fresh Verse
 - ST-277 Stick Pins
 - ST-305 Paper Flower Kit
 - ST-306 Medley Album Kit
 - ST-1100 Tear-Out Ticket & Journaling Card Book
- UPC# 10409 9



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 - 12-kit minimum, and can be ordered in increments of 6 thereafter
 - Special discount is built into the cost for Bonus Margin on every kit sold
 - Packed and shipped in its own box, labeled "Class Kit"
 - Includes color step-by-step instruction sheet

* \$200 net minimum order for this collection required

SATURDAYS IDEA GALLERY



You Are Beauty Full Layout



Welcome to Today Altered Book Box



Sweet Life Mini Journal



5 Things Layout



One Life Mini Album



Authentic Handmade Weekend Layout



Dream Date Pocket Card



One Life Card



Everyday Card

Acetate



ST-230 Clear Cut Shapes
(3" x 5.25" Max. Size) 24 Pieces
UPC# 10391 7

Chipboard



ST-279 Chipboard Shapes
(5" x 6.75" Max. Size) 41 Pieces
UPC# 10395 5



ST-306 Medley Album Kit
23 Pieces
UPC# 10401 3

SWOON

The Swoon collection makes your perfect day a little bit more perfect! This subtle, sophisticated collection of whites, grays and black provides a flawless backdrop for your special occasion - from wedding to prom to anniversary!

Moments that make your heart sing ... Swoon!



Our Wedding Day Layout

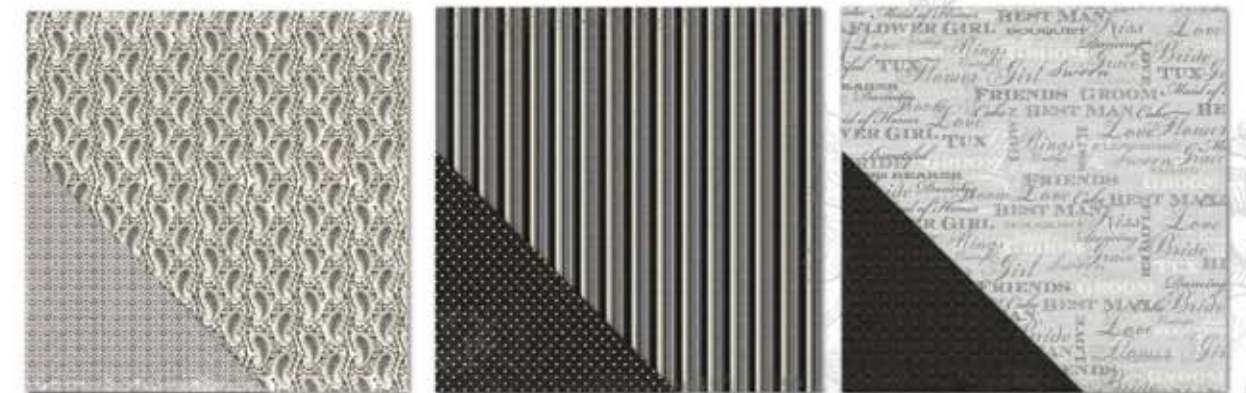
12x12 Textured Double-Sided Cardstock



SW-101 Always UPC# 10413 6
SW-102 Happily Ever After UPC# 10415 0
SW-103 Truly Smitten UPC# 10417 4



SW-104 Kiss The Bride/Kiss The Groom UPC# 10419 8
SW-105 Paisley Smitten/Unveiled UPC# 10421 1
SW-106 Wedding March/Elopement UPC# 10423 5



SW-107 Paisley Entwined/Eternal Circles UPC# 10425 9
SW-108 Black Tie Stripe/Special Day UPC# 10427 3
SW-109 Wedding Words/Modern Elegance UPC# 10429 7

Cardstock



SW-135 Stickers - Favorite Pieces
1 Sheet (5.5" x 12")
23 Pieces
UPC# 10437 2

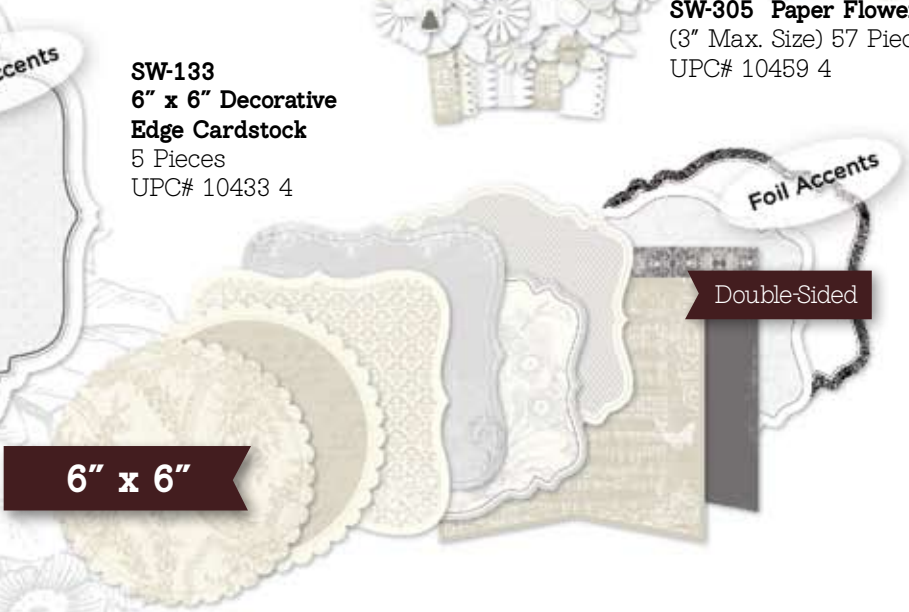


SW-140 Stickers - Fresh Verse™
1 Sheet (5.5" x 12")
72 Pieces
UPC# 10439 6

Decorative Edge Textured Cardstock



SW-122 12" x 12" Decorative Edge Cardstock
(12" x 12") 1 Pieces
UPC# 10431 0



SW-133 6" x 6" Decorative Edge Cardstock
5 Pieces
UPC# 10433 4

Dimensional



SW-195 Dimensional Stickers
(.5" x 4.5" Max. Size)
9 Pieces
UPC# 10443 3

5 Things Envelopes



SW-308 5-Things Envelopes - Self-Adhesive
(1.75" x 1.75")
15 Pieces
UPC# 10461 7

Paper Flower Kit



SW-305 Paper Flower Kit
(3" Max. Size) 57 Pieces
UPC# 10459 4

Journaling Cards



SW-134 Journaling Cards
10 Pieces
UPC# 10435 8

Fabric



SW-220 Fabric Favorites - Self-Adhesive
(3.5" x 3.5" Max. Size) 28 Pieces
UPC# 10447 1

Acetate

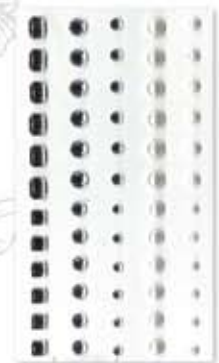


SW-230 - Clear Cut Shapes
(4.25" x 5.25" Max. Size)
21 Pieces
UPC# 10451 8

Stick Pins



SW-277 Stick Pins
15 Pieces
UPC# 10453 2



SW-197 Pearl & Jewel Stickers
60 Pieces
UPC# 10445 7

Chipboard



SW-279 - Chipboard Shapes
(3.5" x 5" Max. Size) 30 Pieces
UPC# 10455 6

Paper Pad



SW-304 6" x 6" Paper Pad
24 Pieces
UPC# 10457 0

Page Kit



SW-310 Swoon Page Kit
42 Pieces
UPC# 10441 9

RETAIL CLASS KIT

SW-KIT Retail Class Kit with Instructions

Includes:

- SW-106 Wedding March
- SW-107 Paisley Entwined
- SW-109 Wedding Words
- SW-197 Gem & Pearl Stickers
- SW-220 Fabric Favorites
- SW-277 Stick Pins
- SW-310 Page Kit
- UPC# 10463 1

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- Special discount is built into the cost for Bonus Margin on every kit sold
- Packed and shipped in its own box, labeled "Class Kit"
- Includes color step-by-step instruction sheet

* \$200 net minimum order for this collection required



Our Wedding Day Layout



I Love You Layout



Thank You Fold-Up Card



Guest Book



Happily Ever After Card



Altered Paper Wedding Cake

SWOON IDEA GALLERY



LYB MEDIA



LYB MEDIA



LYB

MEDIA



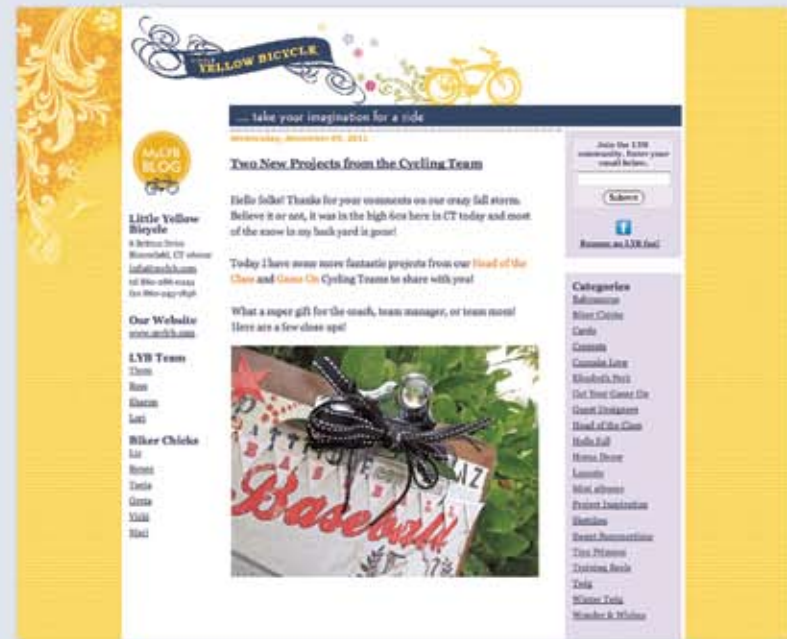
LYB MEDIA



LYB MEDIA

Little Yellow Bicycle Blog

www.littleyellowbicycle.typepad.com



Benefits of following our blog:

- Weekly inspiration from our Design Team and Guest Designers
- Training Reels™ video tutorials
- Blog Swaps & Hops with your favorite manufacturers
- Contests, Sketch Challenges, Prizes & Fun

Little Yellow Bicycle on Facebook

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Benefits of following our blog:

- Stay in touch with the LYB team
- Weekly Prizes & Giveaways
- Share your projects, vote for your favorites & tell us what you think!

Little Yellow Bicycle Online

www.mylyb.com



Benefits of following our website:

- See our latest collections
- Sign up for email alerts & specials
- Peruse the archives for ideas & inspiration
- Learn about our company and our team

Little Yellow Bargains

www.littleyellowbargains.com



Benefits of following our bargains site:

- Get a deal on your favorite retired LYB collections
- 70% off retail every day (80% off for retailers)
- New collections are added as collections are retired