

Empire Adds Two New Asian Territories for ANGEL CAT SUGAR

Tokyo, Japan: *Angel Cat Sugar*[™] licensor, Tact Communications Inc. has appointed Empire International Merchandising Corporation as its licensing agent in Taiwan and Hong Kong. Created by Yuko Shimizu in 2002, *Hello Kitty's* original creator. *Angel Cat Sugar*[™] celebrated her 10th anniversary last year.

The addition of these two new territories to Empire's current representations in Philippines, Indonesia, Malaysia and Singapore, provides a broader East Asian "one-stop" access for *Angel Cat Sugar*[™] business development. A number of regional licensees have already launched their programs and product categories are growing continuously.



This year *Angel Cat Sugar*[™] will increase its focus on social media activities. There will be more events and competitions including giveaways to be announced via facebook (<http://www.facebook.com/heartacs>). In addition, a new iPad/iPhone App, "Angel Cat Sugar -- Touch 'n Turn Puzzle", and new interactive storybooks that can be browsed via iPad/iPhone Apps will be available on iTunes in the coming months.

Mr. Hubert Co, President of Empire commented, "We are very happy to represent Angel Cat Sugar in Southeast Asia, Taiwan and Hong Kong. We are confident that with Angel Cat Sugar's universal appeal and fantastic style guides, we will be able to license out the major product categories, have big promotions and eventually establish ACS as a classic and evergreen brand".

About Angel Cat Sugar

Angel Cat Sugar[™] was introduced in 2002 by the original creator of *Hello Kitty*, Yuko Shimizu, who hopes all children can fulfill their dreams and be happy, just like Sugar! *Angel Cat Sugar*[™] is sure to bring... "A Smile To Your Face, Peace To Your Heart and Happiness To Your Soul". www.angelcatsugar.com

About Tact Communications Inc.

Founded in 1982, Tact Communications has been in the licensing business over 30 years. Tact Communications provides a full range of agent services for successful license business development. Currently it handles 23 successful properties from all over the world. Taking advantage of an extensive global network of agents and licensee partners, Tact Communications offers specialist expertise in coordinating global licensing operations. www.tact-com.jp

About Empire International Merchandising Corporation

Empire has been in the licensing industry for more than 30 years. Through the years, it has remained as one of the strongest and most trusted licensing agents for many brands in Southeast Asia and Greater China including Hong Kong and Taiwan. Empire covers licensing of merchandise, premium promotions, mall events and many more. For more information about Empire please visit www.empiremultimedia.com.