

Press Release

22nd January 2013

New Turkish Agent for ANGEL CAT SUGAR

Tact Communications Inc. and LISANS MEDYA Sign Character Licensing Agency Agreement.

Tokyo, Japan: Tact Communications Inc. announces the appointment of LISANS MEDYA YAYINCILIK REKLAM PAZ. DAG. VE DIS TIC. LTD.STI. as its licensing agent for *Angel Cat Sugar*[™] in Turkey. Created by Yuko Shimizu in 2002, *Hello Kitty*'s original creator. *Angel Cat Sugar* celebrated her 10th anniversary last year.



With the addition of this new territory, *Angel Cat Sugar*[™] is now represented by 16 agencies worldwide, overseeing 80 licensees who market products in over 40 countries. The *Angel Cat Sugar*[™] licensing program generates annual global retail sales of approximately US\$30,000,000.



Shunsuke Tamura, president of Tact Communications commented, "We are very pleased to have Lisans Medya aboard as our agent in Turkey, an important and growing market for us. With Lisans Medya's addition to our international network, we now have a total of 6 agents providing comprehensive coverage throughout Europe. We believe the activities by Lisans Medya will enhance and positively benefit our *Angel Cat Sugar*[™] licensing programs in other European countries".

M. Esat Yalvak, General Manager of Lisans Medya added, "We are happy to be selected as a partner by Tact Communication and are so excited to represent *Angel Cat Sugar*[™] which we believe is set to become one of the strongest iconic fashion brands worldwide in the near future".

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 Lisans Medya

Lisans Medya offers information and innovation-oriented agency and advisory services to contribute to the development of the Brand, Media and Licensing sectors in Turkey from a professional point of view. Lisans Medya is also the publisher of *License Time* magazine for brand, licensing and media businesses in Turkey. www.lisansmedya.com