

Press Release

21st March 2013

New Mexican Agent for ANGEL CAT SUGAR

Tact Communications Inc. and Develop Licensing S.A. Sign Character Licensing Agency Agreement.

Tokyo, Japan: Tact Communications Inc. announces the appointment of Develop Licensing S.A. as its new licensing agent for *Angel Cat Sugar*[™] in Mexico. Created by Yuko Shimizu in 2002, *Hello Kitty*'s original creator, *Angel Cat Sugar*[™] is now represented by 14 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 excited to have Develop Licensing aboard as our agent in Mexico, an important and growing market for us. In tandem with Studio Licensing who have already signed six new licensees in North America, we believe the activities by Develop Licensing will enhance and positively benefit our *Angel Cat Sugar*[™] licensing programs in the Americas and globally".

Emiliano Leiva, Executive Director of Develop Licensing added, "We are very happy and proud to be given the opportunity to become part of the *Angel Cat Sugar*[™] family. We have seen the success the property enjoys around the world and we are certain that we can continue the good work that has already been carried out in Mexico to position *Angel Cat Sugar*[™] as a leading lifestyle icon in its sector."



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 and provides a full range of agency services for successful license business development. Taking advantage of an extensive global network of agents and licensee partners, Tact Communications offers specialist expertise in managing global licensing operations. Currently it handles 24 successful properties from all over the world.

www.tact-com.jp

About Develop Licensing S.A.

Develop Licensing is a dynamic and creative business group, dedicated to the management of brands through sharp-shooting licensing and promotional strategies. We are a young company, with an experienced, professional team in the fields of licensing and marketing. Our strategies are based around quality brand management and successful product sell-through, by applying the brand image and values to key products, consumer promotions and securing media exposure. We are distinguished for being creative and innovative, as well as for being able to understand our Licensors and Licensees needs and thus locate new areas of opportunity.

www.developlicensing.com/

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