

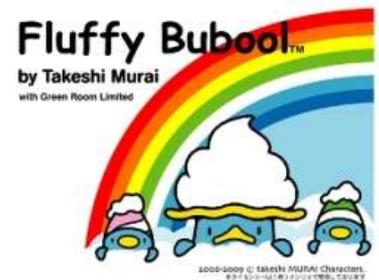
Press Release

11th March 2013

Empire International Signs On As East Asian Agent for FLUFFY BUBOOL™

~Products featuring the character by Takeshi Murai have sold out at Sanrio stores in Japan~

Tokyo, Japan: Tact Communications Inc. has appointed Empire International Merchandising Corporation as its licensing agent for *Fluffy Bubool™*. The character was created by Takeshi Murai in 2006 and debuted in the picture book, *Bubble on Bubool*. Takeshi Murai, who has a long association with Sanrio, the company behind Hello Kitty, is the only non-employee external designer they work with. *Fluffy Bubool™* merchandise has been sold at Sanrio stores throughout Japan.



Empire International will represent *Fluffy Bubool* across East Asia in the territories of Hong Kong, China, Taiwan, Korea, Malaysia, Singapore, Indonesia, Thailand, and the Philippines and will aim to establish licenses in key categories throughout the region.



In Japan, many *Fluffy Bubool™* products have completely sold out at Sanrio stores. It has also been successful in the mobile content field with virtual stickers now available through Kakao Talk and Cubie Messenger, two free mobile messaging services. E-greeting cards were available via Sony Digital Entertainment and Mixi, a social networking websites in Japan.

About Fluffy Bubool

Bubbles and bubbles, and more bubbles! Fluffy Town is full of bubbles! Bubool, a penguin with a shower cap on his head, lives in Fluffy Town, and has the magical power to make anything out of bubbles. Everyone in Fluffy Town has bubbles on their head. Bubool works with all his friends at a popular ice cream shop in Fluffy Town that moves around to make bring ice cream and smiles to everyone!

<http://www.takeshimurai.com/fb.html>

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 Empire International

Empire International has been in the licensing industry for more than 30 years now. Throughout the years, it has remained one of the strongest and most trusted licensing agents for many brands in Southeast Asia and the Greater China region including Hong Kong and Taiwan. Empire International is a full service agency, managing the licensing of merchandise, premium promotions, mall events and much more.



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