



PRESS RELEASE

Rachael Hale's Pet Favorites get the Ultimate Exposure

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For world renowned animal and pet photographer Rachael Hale, 2004 was indeed a wild ride. From the incredible success of her latest international publications through to a dazzling array of license agreements spanning the globe, Rachael Hale continues to delight an ever-expanding market with her absolutely adorable images.

Rachael Hale's distinctive style is simply the expression of the admiration and adoration she has for all animals. Her passion is the cats, dogs and animals with which she shares a very special bond. Her talent is an incredible ability to capture the unique character and individual personality of the animals in photographs we can all marvel at.

Look at any one of Rachael Hale's spectacular shots and you'll instantly appreciate Rachael's commitment to quality, quirkiness and her ability to communicate directly to your heart.

Interestingly, some of Rachael's all time favorites are also the most successful. Rachael doesn't need to use a digital camera – she knows when she's got the perfect shot.

Rachael, unlike some of her shaggy subjects is never one to rest on her laurels. Besides, there is no end to the joy one receives from a puppies disarming expression of guilt, or the innocent stretch of a contented cat and there's plenty of mischief that a sly smile can't hide. Fortunately there are as many new and exciting products constantly being developed that become the perfect medium for Rachael Hale's continuously expanding selection.

All the best images covered in new books.

With the publication by Bulfinch Press in the USA, of two major coffee table publications, 101 Salvations and Cataclysms, Rachael Hale expanded her fan base into living rooms and board rooms around the world. 101 Salvations was first released in October 2003 and sold more than 86 000 copies in the USA alone and 56 000 more copies world wide by the end of 2004. A remarkable achievement for a first time published picture book. It was to herald the even more spectacular success of Rachael Hale's second gallery book, Cataclysms. Released in October 2004 Cataclysms had sold over 100 000 copies in the USA alone by December 31st, 2004. Add to that a further 50 000 copies from around the world and you can see why Rachael Hale picture books tell quite a story.

Stars of the small screen

Rachael Hale's images have also captured the heart of America's popular television shows. In November 2003 Rachael appeared on Martha Stewart Living and the Sharon Osbourne show. Her huge and diverse appeal highlights the depth and breadth of genuine joy her images bring to people of all ages.

A year later in November 2004 Rachael Hale appeared on Good Morning America, NY1 and Access Hollywood in the USA. Then in 2005 Rachael's amazing work was showcased in numerous magazine and newspaper articles and book reviews printed in the USA, UK and Europe.

New licenses featuring Rachael's images are always an exciting development.

Throughout the USA and from around the world Rachael Hale's fabulous images have attracted an incredible range of exciting new product license agreements as unique and varied as the superb selection of pictures that adorn them.

Each brilliant new image Rachael Hale creates enables a range of new licensing opportunities. From the bold and innovative to the tried and trusted every product's first impression is immediately elevated by the charm and sheer delight these images bring.

When it comes to putting her best shot forward Rachael Hale's chosen images have to reflect all that she was striving for in creating the image.

As Rachael say about her style and how she achieves it;

"I never go out there and hope for a great shot, I always know exactly what I want. It does come naturally, but I also know I have to first gain their trust and friendship. It's always fun and yes, I feel I communicate with them as I hope my images communicate with you".

Adorable animal images always find a good home

At any moment Rachael Hale's images are communicating with millions of people all around the world judging by the exciting and eclectic range of licenses signed. Rachael Hale's images are found everywhere and on virtually anything - from bags to beach gear, business kits to stationery, diaries and greeting cards, calendars, clothing, fashion accessories, coffee table picture books to the latest in telephone technology.

Below is our own calendar detailing chronologically the new and renewed licences granted in 2004. And as Rachael Hale's licensing agreements continue to grow and diversify through 2005 you can be sure Rachael Hale's exposure will increase in a grand fashion at retail level. Across the USA you'll find Rachael Hale's pictures gracing Target, K-Mart, Kohi's, Cost Plus, Barnes and Noble, Borders and American Greetings, while in Europe Clinton's (UK) and NEXT (UK) carry her trademark name.

2005 starts with a roar

Already in 2005 brand new licenses have been signed and a third coffee table book. The new book titled "It's a zoo out there" is being released by PQ Publishing (Worldwide) in association with Bulfinch

Press (USA and Canada) and Hodder Headline (NZ and AUS). It will also be sold into France, Italy and Germany.

Rachael Hale's unique empathy with her adorable subjects is a gift indeed. But it is through the vision and shared commitment to quality of all our license holders that Rachael's skill in achieving these exceptional pictures can become a gift to an ever increasing number of people.

To see more of Rachael Hale's exquisite images please visit rachaelhale.com. But beware of the dogs, cats and other animals you see... you may for all of them.

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