



PRESSRELEASE

All Wrapped Up with Rachael Hale

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Everybody loves the spectacular images of animal mischief, mayhem and sheer delight that have made Rachael Hale a worldwide phenomenon in animal image licensing in over 60 countries. Now these adored images are about to enhance the giving of every gift. All Wrapped Up has signed up with Rachael Hale to release a new range of design-driven gift bags, gift wrap, tissue, ribbons and bows featuring the world's most lovable images by Rachael Hale.

As a division of the Florence Paper Corporation, a family owned business founded in 1959, All Wrapped Up was established in 1994 to provide stock paper bags from the Orient. Since their initial success, All Wrapped Up has expanded with a range of licensed products designed to meet the needs and desires of the larger mass market.

The exciting new range will be available through December 2008 in the USA and Canada. You can purchase the products at Michael's, and Bed, Bath & Beyond or through Direct Mail, Retail Catalogs and Warehouse Clubs.

The success of All Wrapped Up's range provides the perfect companion line of products for the ever-growing popularity of Rachael Hale's cherished images of the world's most lovable animals.

For more information, please visit www.rachaelhale.com.

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