



PRESS RELEASE

EJ ENTERPRISES SCOOPS RACHAEL HALE

"World's Most Loveable Animals" Licensed to Appear on Broad Range of Wearable Accessories

City of Industry, Ca – May 15 2007

They're hard to resist. They're friends for life. These loveable 4-legged, furry pets capture our hearts as unique characters with enchanting personalities! The Rachael Hale brand will soon have a new dimension in wearable accessories from **EJ ENTERPRISES**, as the company recently signed a licensing agreement, under the *C. Marie Collection* moniker.

"We're excited to license several dog breed images of this popular artwork for a new collection of quilted fabric tote bags, purses, backpacks and other wearable accessories," comments Marie Levenson, Executive Vice President of the company, and namesake of the *C. Marie Collection*. The popular appeal and the popularity of the pet focus genre are sure to catapult this collection to new levels.

The Rachael Hale success is built on the unique ability to capture the delightful character of the world's most loveable animals. The brand taps directly into the heart of emotion – love and friendship. In just eight years, the brand has become a global success story, loved by millions around the world and regularly receiving international acclaim. The images transcend language, culture and age, and offer friends for life – inspired, imaginative and totally original.

A range of popular canine breeds will be featured, including Yorkie, Chihuahua, Pug, Labrador, Golden Retriever, Beagle and Bulldog, among others, on a broad range of items. These will include a broad range of quilted ladies accessories, including tote bags, backpacks, coin purses, wallets, cosmetic cases, and mini-novelty pens, among others. A junior-sized quilted handbag, as well as a travel duffel bag and baby diaper bag are also in the works. **EJ ENTERPRISES** expects to have sample product on display during the summer gift shows beginning in June in Dallas, with product ready to ship in August.

For nearly 20 years, **EJ ENTERPRISES** has endeavored to be a “one-stop shopping experience” for the wholesale gift trade, by utilizing two unique divisions – *EJ Toys & Gifts* and the *C. Marie Collection*. Each division has its own distinct focus. *EJ Toys & Gifts* centers on “must-have” decor items for ‘*tweens* and kids, as well as a broad range of top selling everyday and seasonal toys for girls and boys of all ages. Today’s fashion accessory trends are the nucleus of the *C. Marie Collection*, with popular handbag designs, unique printed Garden Shoes, matching Garden Totes (complete with tools), and other complementary and seasonal offerings. With their customer in mind, the company consistently delivers the highest quality product at affordable pricing, with everyday quantity discounts.

For further information, contact **EJ ENTERPRISES**, 15736 East Valley Boulevard, City of Industry, California 91744. The toll-free telephone number: (800) 279-8065.

Website: www.ej-enterprises.com.

For Product Samples or High Resolution Digital Images,

please contact: NEW DIRECTIONS
 Phone: (775) 833-3311
 Email: MillieSz@sbcglobal.net

For more information on Rachael Hale Photography,

please contact: Lisa Nixon
 CREATIVE BRANDS GROUP
 Phone: 408-907-9943
 Fax: 408-907-9950
 Lnixon@creativebrandsgroup.com