



PRESS RELEASE

Celebrate Express - Celebrating Special Moments with Rachael Hale®

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What better way to celebrate than by introducing 'the world's most lovable animals' to children's parties! Leading catalog and online retailer of party supplies and costumes, Celebrate Express has added Rachael Hale® to their "who's who" line-up of licensed brands.

Celebrate Express are featuring a selection of adorable Rachael Hale® kittens as "Glamour Cats" on an exclusive range of helium balloons, banners, favor boxes, stickers and piñatas for children's birthday parties.

David Todd, CEO of Dissero Brands, the company responsible for Rachael Hale®, comments "We are delighted that Celebrate Express - the market leader in this category, recognizes the potential of the Rachael Hale® brand. Based on the brand's performance and exceptional growth experienced in children's products in other markets, we are confident of excellent consumer response"

Rachael Hale® is a global success phenomenon, loved by millions around the globe who delight in the lovable characters, and the originality and integrity of the photographic treatment. Conceived in 1998, the power of the Rachael Hale® brand lies in its ability to tap into society's increasing infatuation with pets, appeal to mass markets, and straddle virtually all product categories.

For more information on the Rachael Hale® brand please contact:

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