



PRESS RELEASE

TYPHOON PLUS & RACHAEL HALE – PACKAGED FOR SUCCESS

San Jose, Ca – February 2008

This Spring, global housewares brand distributor, Typhoon Plus is to launch an exclusive Rachael Hale® collection – featuring the world’s most lovable animals at their enchanting best!

Typhoon Plus will be offering the Rachael Hale® collection of lunch boxes, trolley bags, back packs, bags and drinks sleeves in the US market. The collection will be launched at the 2008 International Home and Housewares Show in Chicago. Similar ranges in other markets have proven stellar successes - outselling traditional best selling entertainment properties – setting up Typhoon Plus and Rachael Hale® as a winning combination in the USA.

The brands that Typhoon Plus represents enjoy extremely high consumer awareness, supplying the cream of retailers throughout leading department stores, gift shops and cookware specialists. Recognized for their stylish, innovative and unique products, Typhoon Plus wins numerous industry awards for its progressive designs, which fuse aesthetics with performance technology.

In line with their strategy of brand positioning Typhoon Plus are delighted to have secured the Rachael Hale® license and see it as strengthening their product assortment to appeal to wider channels of distribution.

Conceived in 1998, Rachael Hale® now has a presence in 60 countries and is universally loved. The brand’s success is built upon its unique ability to capture the delightful personalities and playful antics of our 4-legged, furry pets - ultimately capturing hearts too!

Says David Todd, CEO of Dissero Brands, the company responsible for Rachael Hale®, “Typhoon Plus and Rachael Hale® are a great brand fit - sharing a similar ethos around the value of design to differentiate and elevate the brand experience. This forms a solid platform from which to develop a long-term, profitable relationship”

Simon Kirby, President of Typhoon Plus, commented: “I have admired the Rachael Hale® brand for many years; their subjects are not only irresistible and beautifully photographed they translate perfectly to the product line that we are introducing. Furthermore the images are not dependent on the latest trends or cartoon characters, giving the Rachael Hale® brand longevity beyond the box office. This is a terrific opportunity for both Rachael Hale® and Typhoon Plus, and we are excited to be launching the line at Chicago this year”



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

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