



PRESS RELEASE

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Zaidy Products Signs License Agreement with Rachel Hale®

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Zaidy Products Inc., a division of Creative Kids International, has signed a licensing agreement to produce a series of Rachel Hale® branded consumer products. Under the agreement, Zaidy products — whose focus is on brands that educate and entertain, will produce of full range of pet toys and accessories as well as a range of Arts and Crafts under the 'Rachel Hale® — the world's most lovable animals' brand.

Established in New Zealand in 1995, Rachael Hale® is a global success story, loved by millions around the world. With its universal appeal and growing profile, worldwide licensees for Rachael Hale® brand now number 170. The brand continues to gain favor with high profile retailers across the globe including Target, Barnes and Noble, and Petco amongst others.

“Zaidy Products is a leader in pet products, as well as toys and activities, so a license with the prestigious Rachel Hale® brand is a perfect opportunity to continue to grow our company,” said Sam DeLapa, President and Chief Operating Officer of Zaidy Product Inc.”

“We are excited to partner with Zaidy Products, a company with a long track record in developing unique and exciting consumer brands,” commented Julie Newman, Licensing Sales Manager for Creative Brands Group who manages the Rachel Hale® brand in the US market.

Under this agreement, Zaidy Products can utilize the Rachel Hale® brand to assist them in developing authentic and compelling pet products. The line will be available in early 2009

About Zaidy Products Inc.

Zaidy Products Inc. is a division of Creative Kids International. Based in New York, Creative Kids and Zaidy Products are a consumer products manufacturer, emphasizing branded leisure products. Zaidy Products consumer brands span activities, arts, crafts, juvenile products and pet categories. Its products are marketed and sold to retailers and consumers worldwide.

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

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