



PRESS RELEASE

Creative Brands Group to Represent Mini Shatsu

San Jose, CA – February 2010

Creative Brands Group, Inc. (CBG) is pleased to announce they will be representing Mini Shatsu for product licensing and brand development. Mini Shatsu is not just another line of T-shirts and onesies for kids and babies. It is, rather, a line of life-inspired clothing brought down to size to fit the most prized members of your family.

Mini Shatsu was founded in 2007 by Richard Shih. The children's clothing line is available in over 200 retail locations throughout the United States and Canada including Fred Segal—Ron Robinson, Nordstrom, Play — Babies and Kids, Barney's New York, and Kitson A List. "We pride ourselves in knowing that each season we are putting forth the best collection of products possible" says Richard Shih, founder of Mini Shatsu. "We feel that this is the reason why we are able to continue to enjoy significant growth from season to season, despite the economic climate. We are always looking for new ways to improve the product offering and this includes finding the best people to work with, from design to production and distribution. We are excited about the opportunity to work with the team at Creative Brands Group. With their experience and expertise, we look forward to taking Mini Shatsu to the next level as we continue to bring the consumer the same, high quality products they are accustomed to seeing from us."

Tara Sinclair, Director of Licensing for Creative Brands Group states that "When I first saw the Mini Shatsu display at Nordstrom I was blown away – the detail and quality of the product is outstanding. I knew at that moment that I wanted to be part of their growth and expansion into other categories. We are so excited to add more retailers to their roster."

Creative Brands Group, Inc. is a brand development and licensing management company located in San Jose, CA, with branch offices in Santa Barbara, London and Tokyo. CBG works with a wide range of celebrities, artists, designers and corporations to quantify, develop, manage and maximize their brands. Creative Brands Group manages an extensive portfolio of active contracts with manufacturers, distributors, and retailers around the world. Clients include: Beverly Hills High School, Charuca, Extra Frosting, Fuzzy Nation, Glamajama, Kid Dangerous, Kingsley, Kitson, LIFE, Loyal Army, Lunartics and Mark Nason.

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