



# PRESS RELEASE

## ***Creative Brands Group to Represent Charuca***

**San Jose, CA – March 2010**

Creative Brands Group, Inc. (CBG) is pleased to announce they will be representing Charuca for product licensing and brand development. Charuca is a Spanish artist dedicated to bringing her design of “cute” characters to a worldwide audience. Her characters stand out due to their high quality design, positive message and sense of humor. Charuca’s world is a place to play games, laugh and have fun.

Dedicated to character design since 2000, Charuca developed a wide range of characters that have become a part of her licensing business in Spain, Portugal, Italy, France, Brazil, Columbia, Mexico and Venezuela. Numerous international licensing magazines have featured Charuca since the brand was established including the Little Book of Kawaii where she appeared as the cover artist for the magazine. “It is hard to understand Kawaii without Charuca, and this is exactly why she is so special” said Irene Civico, Property Development Manager for Edebe Audiovisual Licensing. “She is one of the most talented artists in the world and once you discover her work, you will not be able to live without some pink in your life!”

“We believe that Charuca stands out amongst other girls properties in the marketplace”, says Tara Sinclair, Director of Licensing for Creative Brands Group. “Each character has its own personality that will allow girls to relate to Charuca’s creations while being trendy at the same time. Charuca currently has several categories licensed out in the international marketplace and she has developed an incredible style guide. It is our goal at Creative Brands Group to bring this brand to North America and create an even larger fan base that spans the globe”

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, Extra Frosting, Fuzzy Nation, Glamajama, Kid Dangerous, Kingsley, Kitson, LIFE, Loyal Army, Lunartics, Mark Nason and Mini Shatsu.

For information, please contact:

Creative Brands Group, Inc.

Lisa Nixon

Vice President

Phone: 408.907.9943

Fax: 408.907.9950

[lnixon@creativebrandsgroup.com](mailto:lnixon@creativebrandsgroup.com)