

Press Release

May 24, 2011

Fabulous Characters from Japan coming to Licensing International 2011, Las Vegas

Visit Sun Properties booth #5463B

Sun Properties is a licensing agent introducing fabulous brands from Japan. We will exhibit a range of properties at Licensing International 2011 in Las Vegas from 14th to 16th June 2011. These include **Angel Cat Sugar** by Yuko Shimizu, the original creator of Hello Kitty, and **Fluffy Bubo** by Takeshi Murai, the first and only freelance illustrator appointed by Sanrio to work with them.



Other properties to be showcased are:

Nanity 70 Hearts: a cute and sexy bat featured in a movie by Japanese media mogul and TV celebrity, Terri Itoh.

Line Drawing CHICHI: unique Japanese art worn by Subsonica, the famous Italian rock band.

Carry: a dog character by Fluffy Bubo's creator, Takeshi Murai. Carry is suitable for publishing and general merchandising.

Chochiland: a unique rabbit character with an active merchandising program in Japan.

Mini Kitties: Adventurous teeny tiny cats. Its key chains have sold well in Asian countries.

Super Sciences Buddies: chemical element characters that help to make studying fun. Suitable for edutainment.

Sun Properties is actively looking to expand its international network of sub-agents to represent these Japanese characters in each region.

We can also arrange for the licensing of corporate brands from Japan.

For further inquiries, please contact Rieko Ono (rieiko@sunout-bound.com) or Saeko Tsuchiya (saeko@sunout-bound.com). Visit our website at <http://www.sunout-bound.com>