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For Immediate Release

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Sanrio and ZÜCA Partner to Launch *Hello Kitty* Carry-All Bags

Sanrio Inc. has partnered with **ZÜCA Inc.** to launch a new line of *Hello Kitty* luggage for girls that infuses the supercute, iconic style of *Hello Kitty* into ZÜCA's trademark carry-all bags. From play to practice, girls are ready to hit the road with five adorable *Hello Kitty* designs in the latest collection of ZÜCA Sport bags.

The **ZÜCA *Hello Kitty* Collection** is ZÜCA's first licensed collection featuring the pop icon, and includes four bags, plus one special edition design for Spring 2016. The *Hello Kitty* bags are the newest line of ZÜCA's flagship Sport carry-alls, which revolutionize the way people transport their personal belongings. Each bag features a patented built-in seat on a super-strong exoskeleton frame, sparkly flashing wheels designed to climb curbs and stairs, and a unique design that maximizes interior packing space. The durable frame can support up to 300lbs.



The *Hello Kitty* designs include *Labor of Love* (red with mini white hearts), *Beach Bum* (bright and summery), *Leopard* (subtle gray leopard print), *Sail with Me* (nautical stripes), and a special edition *Good as Gold* (whimsical ice-skating theme). All of the bags come with a tiny *Hello Kitty* pouch for girls to keep their special things super-safe.

The **ZÜCA *Hello Kitty* Collection** started shipping on March 15 and will be available in specialty shops in the United States, Canada, Puerto Rico and Japan, as well as online at www.zuca.com.

“ZÜCA is excited to partner with Sanrio in launching our new ZÜCA Hello Kitty Collection,” says Bruce Kinnee, President of ZÜCA, Inc. “This new collection combines the friendly, fun style of Hello Kitty that our customers have been asking for with ZÜCA's bold, functional carry-all bag.”

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The **ZÜCA Hello Kitty Collection** includes a unique stacked dual-wheel system with a soft insert bag that can be removed for washing. The removable inserts were created to mix and match with all sorts of super-cool frame colors, creating endless options for girls to wheel. They love the bags because they have super-fun *Hello Kitty* designs and double as a seat. Parents love them because they hold up to the rigors of the schoolyard, athletic field, ice-skating rink, dance studio, airport and more.

The **ZÜCA Hello Kitty Collection** is priced at \$185 each, which includes a removable insert, sport frame and mini *Hello Kitty* pouch. Inserts can be purchased separately for \$75 and frames for \$110. The special edition *Good As Gold* bag retails for \$200, including the insert, sport frame and pouch.

About Sanrio®

Sanrio is the global lifestyle brand best known for pop icon *Hello Kitty*®, who recently celebrated her 40th Anniversary. Home to many endearing characters including *Chococat*®, *My Melody*®, *Batz-Maru*® and *Keroppi*®, Sanrio was founded on the ‘small gift, big smile®’ philosophy – that a small gift can bring happiness and friendship to people of all ages. Since 1960, this philosophy has served as the inspiration for the broad spectrum of unique products and experiences. Today, more than 50,000 Hello Kitty-branded items are available in over 130 countries and upwards of 15,000 U.S. retail locations including department, specialty, national chain stores and over 35 Sanrio boutiques. For more information please visit www.sanrio.com and www.facebook.com/hellokitty.

About ZÜCA

ZÜCA has been on a roll since 2004, crafting patented, super-durable carry-all bags. First designed for students, ZÜCA alleviated the backpack burden to give kids a healthier way to tote their gear. Today, ZÜCA roller bags wheel alongside professional make-up artists, sports enthusiasts, pet owners, and business travelers alike. ZÜCA bags are available in hundreds of print and color combinations in over 30 countries around the world and online at www.zuca.com.

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