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FOR IMMEDIATE RELEASE

Imperial Toy® and Sanrio, Inc. bring girls in the United States and Canada more reason for fun in the sun™ with a new line of Hello Kitty and My Melody Bubble, Sprinkler and Outdoor toys.

North Hills, CA – March 27, 2008. Imperial Toy® LLC, a leading manufacturer of licensed and proprietary bubbles & novelties and Sanrio, Inc., the international gift, stationery & accessories brand best known for *Hello Kitty*, announced today that Imperial has joined Sanrio's impressive roster of licensees. Imperial is developing a complete line of Hello Kitty and My Melody Bubble, Sprinklers, and Outdoor Novelty toy items. The centerpiece of the line is a Hello Kitty Bubble Belly™. The character themed patented battery-operated bubble toy is based on Imperial's award winning bubble concept, which has been #1 in the market for

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the past three years. Products will be introduced this May to all retail trade publications. Distribution to Major accounts, Specialty, Gift, Drug, Supermarket and Department Stores is set for January 2009.

“It is a wonderful match” said Tim Thompson, Senior Vice President Imperial Toy®, “Hello Kitty is a powerful brand for today’s girl. We are thrilled that our line of patented bubble and outdoor toys will become part of a new generation’s childhood memories.” Jennifer Campbell, Vice President Licensing, Sanrio Inc., said “We choose Imperial for their strong distribution network and excellence in creativity and product execution. The Imperial team truly understands the essence of the Hello Kitty brand, and we are both looking forward to strong results in 2009 and beyond”.

About Imperial Toy LLC:

Founded in 1969 and headquartered in North Hills, CA, Imperial Toy® is a privately held toy manufacturer with a catalogue of some of America's best-selling toys. Additional facilities are in Memphis, San Diego, Hong Kong, and Tijuana, Mexico. The company has a wide distribution network which includes

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leading national stores such as Target, Wal-Mart, Walgreens, K-mart, Kay-Bee Toys, and Toys 'R Us. The company is the #1 manufacturer of bubbles and bubble toys in the world and the producer of toys for leading children's entertainment companies including Little Tikes®, Nickelodeon®, Thomas the Tank Engine®, Bob the Builder®, and Universal®. For further information, call 818 536 6500 or visit www.imperialtoy.com

About SANRIO:

SANRIO develops, distributes and licenses a collection of gift, stationery and fashion accessory items for women of all ages. SANRIO was founded in 1960 based on the concept that a small gift can bring a big smile to a child of any age. Today, over 50,000 Sanrio-branded items are sold in over 60 countries around the world. In the Western Hemisphere SANRIO character-branded products are sold in upwards of 12,000 locations including department, specialty, national chain stores and over 200 SANRIO boutiques. For more information, please visit www.sanrio.com.

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