

IMMEDIATE NEWS RELEASE

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Limited Edition of HELLO KITTY in Pt900

Available From February 2, 2004

Special Edition to Celebrate Hello Kitty's Thirtieth Birthday

January 13, 2004 (Tokyo, Japan) -- Ginza Tanaka (Tanaka Kikinzoku Jewelry K.K.), a jeweler of more than 100 years' of history, will be introducing HELLO KITTY doll, the popular character from Sanrio Co. Ltd. (hereunder Platinum Kitty), on February 2, 2004.

Platinum Kitty will be introduced to celebrate and honor the thirtieth birthday of Hello Kitty. Platinum Kitty is made of platinum, the most precious and the most exclusive quality among the metals and the dress is decorated with diamonds which makes it look extremely gorgeous and sophisticated. The size is 30mm in height and weighs 120g

Platinum Kitty will be available only through the catalogue shopping as of February 2, 2004, which has been scheduled on the "Cat Day". The item is a limited edition and only 30 pieces will be created after each order is being placed. It will take about one month for the delivery of the item. It will be displayed at the Ginza Main store from February 2nd until end of February. The retail price for Platinum Kitty is ¥3,000,000.

Ginza Tanaka has been seeking for a development of a new item under the platinum-made ornament category and to use a well-known character was part of the marketing strategy. Hello Kitty, originated by Sanrio, who has a wide-range of supporters, was the first new approach. The first item was created in 2002, which was gilded with gold. It has been highly appreciated not only by the Hello Kitty fans but also from many others who has found this idea very interesting. Ginza Tanaka will be introducing other new ideas to make headlines in the industry.

An outline of “Hello Kitty” by Sanrio is as attached.

(Editors Note)

Created by Sanrio Co., Ltd. in 1974, Hello Kitty is an internationally renowned character and by far the most popular and successful character in Sanrio’s vast lineup. In addition to developing its own Hello Kitty items, Sanrio collaborates with other companies in the creation of specialized character merchandise.

Outline of “Platinum Kitty”

Name : PLATINUM KITTY

Retail Price : 3,000,000 yen

Launching Date: February 2, 2004 (Date to start taking orders)

Distribution : Catalogue service

Size : Height 30mm, Width 23mm, Thickness 17mm

Material : Platinum 900

Weight : 120 grams

Type of Diamond: 131 pieces of melee Diamond (Total 3.0 carats, SI Class)

Other Tools : Plate, Exclusive box, Guideline