

PRESS RELEASE

The Art of Modern Luggage Comes to Life With the Introduction of Fazzino by Heys USA

Travel Goods Collections Sure to Turn Heads – *Launching at Macy's Fashion's Night Out in New York*

Weston, FL – AUGUST 2011 – Heys USA, a leader in hard side luggage manufacturing has collaborated with famed artist, Charles Fazzino, to bring 'the art of modern luggage' to a new level of fashion and travel excitement. Heys USA, the inventor of the "The World's Lightest Carry-on Luggage" and leader in innovative, solutions-based travel goods is thrilled to announce the



launch of Fazzino by Heys USA — four colorful new collections inspired by the international destination art of Charles Fazzino. The four luggage sets will each include four pieces, and the entire Fazzino Collection launches at the Macy's Fashion's Night Out, Thursday, September 8, 2011 in Herald Square - NYC. – MEET THE ARTIST IN PERSON!

Best known for his bright, whimsical, and wonderfully detailed, 3-D pop art, Fazzino uses a unique, hand-assembled layering technique that brings his creations to life. His frenetic energy has led Fazzino to become an international icon in 3-dimensional art, with his creations exhibited in hundreds of art galleries worldwide. "Heys product development team adapted Fazzino's award winning art into picture-perfect masterpieces to integrate into the manufacturing process for travel goods. His international

destination-based art translates perfectly to collections suitable for the global customers of Heys USA Group," noted Heys USA Group President/CEO, Harry Sheikh.

The images of Fazzino's interpretation of New York, Venice, London, and Paris will debut through 4 piece sets that include a 22", 26", a 30" upright hard side spinner set and matching beauty case; ideal for business and leisure travel. Fazzino's artwork has been incorporated onto the luggage surfaces using an exclusive manufacturing process. Each piece is lightweight, extremely durable, flexible and absorbs impact. The uprights all feature a patent-pending AirGlide® 4-wheel spinner system that creates a smooth glide during transport across any surface, as well as larger "smart wheels" in the rear for greater control. Additional features include a built-in 3-digit TSA accepted lock, heavy duty zippers and a cushioned handle grip, stylized, fully-lined interiors with customized designs to compliment the shell art, and a built-in divider and a mesh pocket, to facilitate organized packing.

Charles Fazzino stated -- from his studio in New Rochelle, New York -- "I am very excited that Heys USA Group will be launching the Fazzino by Heys USA collection at the 2011 Travel Goods

Show in Chicago. I am equally thrilled that I will be at the Travel Goods Show meet buyers at the launch."

"Our customers have come to rely on Heys to be on the leading edge of fashionable, highly stylized travel goods that reflect the best of functionality and usability in the industry," commented Sheikh. "This creation reflects the company's commitment to offering fashion-fresh products to our customers. To have Charles Fazzino working with Heys portrays our goal to shine through current offerings and bring our customers trendy alternatives for all their travel needs."

About Charles Fazzino

A native of Manhattan, Charles Fazzino's pop art can be found in the private collections of such celebrities as Julia Roberts, Michael Eisner, Hillary Clinton, Presidents Bill Clinton and George Bush, Paul McCartney, and Michael Jordan. His diverse appeal has made him the Official Artist for the GRAMMY Awards, Country Music Awards, Daytime Emmy Awards, the Olympics, National Football League and Major League Baseball. He has created works for the Rosie O'Donnell For All Kids Foundation, the USO, the MS150 Bike Tour, and many more. For more information about Charles Fazzino, visit www.fazzino.com.

About Heys USA

Heys USA Group is a global travel goods manufacturing company whose vision is fashion, innovation and excitement through high-quality products at affordable prices. Heys USA is one of the strongest consumer branded, travel goods franchises in the world, with a global brand portfolio that includes Heys, Travel Concepts, Crown Edition, Intus, Britto by Heys, Disney, Fazzino by Heys, and Raku. Its products are sold in over 28 countries across six continents. Heys USA's Crown XX carry-on was named "Best Bag for Traveling Light" by INC. Magazine in 2010, a **Consumers Digest** Best Buy in 2010, recipient of the 2009 Product Innovation Award by the Travel Goods Association, and an award winning leader of hard and soft-sided luggage, travel bags and business cases. EcoCase was named by **The Oprah Magazine** - 'the O list' as a favorite of Oprah and her team. Heys USA's BioCase was named by **Popular Science** Magazine as a Must-Have product in June 2009. Southwest Airlines' **SPRIT MAGAZINE** called Heys' Xcase "The bag to get you there in style." The 20" Xcase was recently chosen as the official bag of the Annual Emmy Awards and the Dr. Phil Holiday Special, and Heys sponsored the 2011 Critic's Choice Awards Official After-party. Headquartered in Weston, FL, Heys USA Group also operates a Fifth Avenue showroom in New York City to accommodate buyers from all channels of distribution. For more information visit www.heidsusa.com.

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