



Monkey Design USA

A div. of Asia Business Group

Press Contact:

Kevin C. Crowell (708) 488-9280

Kevin@MonkeyDesignUSA.com

MONKEY DESIGN USA ANNOUNCES PARTICIPATION CRAFT AND HOBBY ASSOCIATION WINTER CONVENTION AND TRADE SHOW

RIVER FOREST, IL, November 16, 2009. Monkey Design USA, will exhibit in the CHA Winter Convention & Trade Show. This is the first time Monkey Design will exhibit its line of innovative papercraft postcards at CHA. The postcards assemble into over 130 different items ranging from robots, animals, fish, cars and trucks to iconic American architectural buildings.

Monkey Design postcards are a quirky, fun, and imaginative way to send greetings to a friend or to simply assemble and collect. Popular designs include a boxy dinosaur, a retro-scooter, a robot, a whimsical little monkey with a cape and shorts, and sneakers (yes, sneakers!). In Taiwan, where the line originated, over 800,000 of cards are sold annually. Retailers on both sides of the Pacific find that the distinctive style, low price point (\$3/pc MSRP at retail), and the “wow-factor” combine to make the product irresistible to even the most jaded consumer.

Kevin C. Crowell, Monkey Design USA’s Top Banana, said he discovered the line while ambling around Taipei one Saturday afternoon looking for something to bring home as souvenirs for his children. “Monkey Design’s cards were unlike anything I’d ever seen in the United States or anywhere else. I’m so tired of unimaginative blobs of plastic and I really flipped when I saw these cool little cards. They’re fun, interactive, beautifully designed and executed, and have that Asian design sensibility that has become so popular among young Americans.” said Crowell.

Asia Business Group, Master U.S. Distributor of Monkey Design Products
227 Thatcher Avenue, River Forest, IL. 60305. 708.488.9280 (T) 708. 488.9290 (F)
www.MonkeyDesignUSA.com

In the two years that Crowell has been importing Monkey Design products to North America, he's sold over 35,000 cards and proudly counts Dick Blick Art Materials as one of his key accounts. "Crafters really 'get' our product- they love the designs and the pure craziness and joy that they inspire. It's a manageable 30 minute project with a unique and enjoyable outcome all for \$3 apiece!" he says.

Monkey Design USA is a division of Asia Business Group, Inc. located in River Forest, Illinois. Asia Business Group was established in 1995 to provide business development services to U.S. technology manufacturers entering Asian markets with their products. With offices in Japan, Korea, Taiwan and China, it's President, Mr. Kevin Crowell, often finds himself in the oddest places with spare time on his hands. After purchasing many cards for friends and family, and after conducting extensive market research, Asia Business Group became the U.S. and Canadian Master Distributor for Monkey Design Ltd. in November, 2007.

Monkey Design Ltd, Kaohsiung, Taiwan, is a family-owned and operated business. Monkey Design Ltd's standard line up includes over two hundred different designs sold at hundreds of retail outlets throughout the island of Taiwan. The company also works with corporate accounts to develop custom images and postcards to enhance product launches and build brand awareness.

Monkey Design USA website: <http://www.MonkeyDesignUSA.com>

Corporate contact:

Kevin C. Crowell, Top Banana

Kevin@MonkeyDesignUSA.com

(708) 488-9280- telephone

(708) 488-9290- fax

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