



# Monkey Design USA

A div. of Asia Business Group

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## **MONKEY DESIGN USA TO EXHIBIT AT NEW YORK INTERNATIONAL GIFT FAIR ®**

RIVER FOREST, IL, June 20, 2008 . Monkey Design USA, a div. of Asia Business Group, announced its participation in the New York International Gift Fair ® running August 17-21, 2008, at booth 1448. Monkey Design USA will show its new line of model postcards that assemble into 3D models of animals, fish, humanoids, bots, and buildings at the show.

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 coy “TV Girl”, a whimsical little monkey with a cape and shorts, and Asian themed structures: pagodas, gates and much more. In Taiwan, where the line originated, over 800,000 of cards are sold each year. 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, President, Asia Business Group discovered the line while ambling about 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, for that matter, anywhere else. They’re fun, interactive, beautifully designed and executed, and have that Asian design sensibility that recently has become so popular among young Americans.

Monkey Design USA is a division of Asia Business Group, Inc. located in River Forest, Illinois. Asia Business Group was established in 1995 to assist companies on either side of the Pacific gain access to each others markets. 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, hours of market research, and an overwhelming tug of the heart strings, 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 a 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>

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