



## PRESS RELEASE

# Heys USA Introduces World Renowned Pop Artist, Romero Britto, Luggage Set for Today's Trendy Traveler

*Celebrity Artist, Romero Britto Launches Luggage Sets at 2009 Travel Goods Show*

**Miami, FL – March 1, 2009** – Heys USA, the inventor of the “The World’s Lightest Carry-on Luggage” and leader in innovative, hard side luggage, announced the launch of the Britto Collection, designed by renowned celebrity artist, Romero Britto. Four 4-piece luggage sets were launched this spring at the recent Travel Goods Show. Advance orders by retailers began in March with fulfillment during the second quarter of 2009.



Best known for his expressions of his optimistic faith, Romero Britto has become the foremost pop culture artists of our time, with his colorful iconic art displayed worldwide.

The images of internationally acclaimed artist Romero Britto will debut on Heys’ four piece Romero Britto luggage sets and will include a 20”, a 24” and a 28” upright hard side, as well as a beauty case; ideal for business or leisure travel. Britto’s artwork has been incorporated onto the luggage pieces using an exclusive manufacturing

process. Each piece is extremely durable, flexible and absorbs impact. As with all Heys’ products, they are lightweight. The uprights will each feature Japanese-made, four-wheel, 360 degree spinner systems that creates a smooth glide during transport across any surface, as well as “smart wheels” which are larger in the rear for greater control. Each upright is expandable, allowing for up to 25 percent more packing capacity. Additional features include heavy duty zippers and a cushioned handle grip. With stylized, fully-lined interiors that are customized to compliment the shell art, as well as a built-in divider and a mesh pocket, organized packing is a breeze.

"Heys is honored to present the Romero Britto luggage sets to our customers that have come to rely on us for premier fashion designs that feature the best of functionality and usability in travel goods," commented, Heys CEO, Harry Sheikh. "This creation reflects the company’s commitment to offering fresh and globally responsible products to our customers. To have such an esteemed artist working with Heys portrays our goal to shine through current offerings and bring our customers trendy alternatives for their travel needs."

**About Romero Britto**

A native of Brazil, Britto has created artistic projects for such well-known brands as Disney, Absolut, Movado, Evian and Audi, among others. His diverse appeal has found him as a panelist at the World Economic Forum and creator of the Cirque du Soleil pre-show at the NFL Superbowl XLI, as well as numerous other global entities. His use of bright colors reflects his desire to exude happiness through his art. As the youngest and most successful Pop Artist of this generation, Britto creates contemporary masterpieces that evoke a spirit of hope and convey a sense of warmth. Embraced by the international community, Britto's paintings and sculptures are currently featured on five continents in more than 100 hundred galleries worldwide. Never forgetting his humble beginnings, in 2007 he created the Britto Foundation in an effort to allow him to lend his time, resources and talent to children and organizations all over the world, while continuing to spread joy and happiness through his work. For more information about Romero Britto visit [www.britto.com](http://www.britto.com).

**About Heys USA**

Heys USA is a leading travel goods manufacturer, 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. Southwest Airlines' SPIRIT MAGAZINE called Heys' Xcase "The bag to get you there in style." The 20" Xcase was recently chosen as the official bag of the 57<sup>th</sup> Annual Emmy Awards and the Dr. Phil '08 Holiday Special. Headquartered in Miami, FL, Heys USA also operates a Fifth Avenue showroom in New York City to accommodate buyers from all channels of distribution. For more information visit [www.heysusa.com](http://www.heysusa.com).

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