

March 1, 2009

Roll with Your Heart: *We Love Daruma* Brand and Website Launch

MarchForth International Ltd.

Summary

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Daruma is a guardian of our hopes, dreams, and wishes. As he focuses on your goal, Daruma's eye never blinks. He reminds us not to, either.

Dear to the hearts of the Japanese people, Daruma reflects their determined spirit and peaceful outlook on life. Daruma's Zen roots go back 1500 years, to Bodhidharma, founder of Zen Buddhism. The traditional Daruma doll represents the silhouette of Bodhidharma in deep meditation. Today, Daruma dolls are exchanged as gifts to mark occasions of all kinds, and millions keep a Daruma on hand for its motivational power and as a symbol of love and hope.

While the Daruma tradition is deep-rooted in Japan, it is still not well-known outside of it. We created the We Love Daruma brand and website to spread Daruma's optimistic and inspiring energy around the world. The timing, we feel, could not be more pertinent. Daruma's positive force is just as valuable in good times as in difficult ones, but our current economic climate has made the need to focus our energies all the more essential. The tools of success are within all of us, but as we go about our hectic lives, we could all use a little encouragement and support. Daruma urges us to remain determined, to never give up on our dreams, and to achieve what we've set out to do.

How It Works

The centuries-old Daruma tradition is positive, constructive, and simple. First, think of something special you wish to achieve. Next, draw or paint one of your Daruma doll's blank eyes. Place Daruma someplace visible, so that while he focuses on your objective, you'll be reminded to do the same. Once your goal is realized, signify your accomplishment by drawing Daruma's other eye. Congratulations!

Colors

On welovedaruma.com's "Tradition" page, viewers are encouraged to browse the five different colors our Daruma dolls come in, as well as learn about the meanings behind each one.

Red | *Luck and Good Fortune* | Great for students taking exams or athletes facing new seasons
Yellow | *Security and Protection* | Many people feel safer with a Yellow Daruma in the home
Purple | *Health and Longevity* | A silent but persuasive partner in a weight loss challenge
Gold | *Wealth and Prosperity* | Mark the beginning of a new venture or kick off a charity drive
White | *Love and Harmony* | Ideal wedding gift, starts newlyweds off in the right direction

"Roll With Your Heart"

Unlike any other Daruma doll, each We Love Daruma doll features a trademark hand-painted heart on its back. Users may inscribe their goal or wish in this special spot. And, a sticker describing the meaning of the Daruma doll's color can be found on the underside of the doll.

Size choice

We Love Daruma dolls come in four different sizes:

Mini: 6cm/2.3" (tall) and 5cm/2" (wide)

Small: 12cm/4.7" (tall) and 9cm/3.54" (wide)

Large: 20cm/7.9" (tall) and 18cm/7.0" (wide)

Jumbo: 31cm/12.2" (tall) / 27cm/10.5" (wide)

Eco friendly

We Love Daruma dolls are handmade with recycled paper and only water-based paints in Takasaki City, Japan under healthy and fair conditions.

We Love Daruma gives back

We'd like everyone's wishes to have a chance to come true, so every time we sell a Daruma, we give a portion of the proceeds to Children's HeartLink, a non-profit organization that helps enhance existing pediatric cardiac programs to support life-saving treatment for needy children. (www.childrensheartlink.org) We believe charitable contributions are an essential component to any business and are proud to make it a priority for ours.

Introducing...Daruma Kids

Inspired by the traditional Daruma, **Daruma Kids** are five friends who bring the adventure of childhood to life with fun and stimulating stories. These original characters were developed with modern kids and parents in mind, providing families with conversation-inspiring stories and mini movies. Like grownup Darumas, the Daruma Kids present a positive and constructive message. Through their actions, they champion principles like cooperation, friendship, perseverance, and charity.

Be sure to watch the Daruma Kids pilot animation entitled "Blaze goes to Camp", which can be accessed from <http://www.welovedaruma.com/kids.html>

Each of the five Daruma Kids not only has a distinctive personality to call their own, but a color, too! Hailing from different regions of Japan, Blaze, Carly, Rich, and the twins Dharma and Ollie come together to help each other's dreams come true.

Daruma Kids

Name: Blaze Kenmochi / 剣持ブレイズ

Color: Red

From: Okinawa, Japan

Birthday: November 9

Name: Carly Tamaki / 環カーリー

Color: Purple

From: Osaka, Japan

Birthday: August 10

Name: Rich Kaneko / 金子リッチ

Color: Gold

From: Tokyo, Japan

Birthday: August 7

Name: Dharma Azumi / 安住ダーマ

Color: White

From: Hokkaido, Japan

Birthday: February 2

Name : Ollie Azumi / 安住オーリー

Color: Yellow

From: Hokkaido, Japan

Birthday: February 2

Daruma Kid merchandising opportunities are on the horizon. Clothing items found on www.welovedaruma.com will represent the first phase. New ideas are in development and will be available soon.

The power of inspiration, the potential for education

By making the centuries-old tradition of Daruma available to a worldwide audience, we hope to both inspire and educate. Daruma dolls, literally, put a face on goal achievement; a face that reminds us to remain focused on what we set out to achieve. We also believe Darumas will fuel what is an already

growing interest in Japanese culture in different parts of the world. As owners and operators of Unique Japan, a lifestyle brand that promotes balance through the inspiration of Japanese culture and traditional craftsmanship, MarchForth International Ltd. sees this growth in interest on a daily basis. In fact, it encourages us to continue to expand www.uniquejapan.com, our eCommerce website featuring a treasure trove of quality traditional items from all over Japan.

We just really love Daruma

Amid a mountain of beautiful, top quality, traditionally crafted items from Japan, the Daruma doll has claimed a special place in our hearts. We've been inspired to create a brand and website that not only impart a constructive and positive message, but that also shine in terms of entertainment. We welcome you to visit us today and do like Daruma:

Roll with your heart!

www.welovedaruma.com

Find us on Facebook to share a wish and participate in discussions:
(<http://www.facebook.com/pages/We-Love-Daruma/47181530804>)

About MarchForth International Ltd.

MarchForth is a creative consultancy that empowers people and companies to communicate globally. Its international team specializes in helping companies with a business presence in Japan.

Major clients include:

Mitsui & Co., Ltd., Nissan Motor Co., Ltd., Pasona Inc., Ricoh Co., Ltd.

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About Unique Japan

Operating under the motto "Where modern life meets tradition", Unique Japan is a lifestyle brand that encourages greater balance in our modern lives through the inspiration of Japanese culture and quality traditional craftsmanship.

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