



FOR IMMEDIATE RELEASE

Painting Lulu Signs Licensing Agreement with Mattel

Revolutionary Paper-to-Digital coloring platform to launch Barbie and Hot Wheels Brands

NEW YORK, April 27, 2015 - **Painting Lulu** (www.paintinglulu.com) is thrilled to announce that it has signed a multiyear licensing agreement with Mattel that will bring the iconic Barbie® and Hot Wheels® brands to the physical and digital worlds of **Painting Lulu** just in time for the back-to-school and holiday seasons.

Painting Lulu is a unique Paper-to-Digital coloring set that bridges the gap to the digital world by creating a coloring experience like no other. Kids color in the **Painting Lulu** coloring book with regular crayons, then scan the page using the **Painting Lulu** app on any smart device and the coloring page will instantly appear! Using the **Painting Lulu** Digital Crayon, kids can enhance and correct their coloring with the many tools and colors available.

The Barbie and Hot Wheels licensed products are the first two licensed brands integrated into the **Painting Lulu** image-analysis technology. The new coloring experience will feature fashionable Barbie and action-packed Hot Wheels, and include the 32-page coloring book, digital stylus, and the free downloadable coloring app.

"Partnering with Mattel to bring Barbie and Hot Wheels to market was the perfect choice," said Tal Zilberman, VP of Marketing, **Painting Lulu**. "These beloved and timeless brands will expand our portfolio and appeal to children all around the world. As we launch our first licensing program, it was critical to get it right and partner with leading children's brands that will deliver the **Painting Lulu** experience to the broadest audience."

Following their success at New York Toy Fair, an increase in customer demand, and growth in sales on Amazon, the **Painting Lulu** team made the strategic decision to expand the product line. **Painting Lulu's** highly rated mobile app is an educational tool that encourages creativity, teaches children how to color, and develops fine motor skills.

Perpetual Licensing, **Painting Lulu's** licensing agent, facilitated the license with Mattel.

About Painting Lulu:

A revolutionary patent-pending technology that combines a paper and digital coloring experience. **Painting Lulu™** is a product of FlyCatcher Inc., which led by CEO Shay Chen, who along with the **Painting Lulu** team has a mission to help parents develop their child's creativity and skills by using their eco-friendly and technology-driven coloring and educational products.

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