

The QVC Launch of Vera Bradley My Home

For immediate release

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Always eager to bring relevant and compelling brands to **QVC, ZINA International** successfully launched Vera Bradley Handbags on the shopping channel in October of 2008.

The success of this brand on QVC continues with the **April 2009 launch of the Vera Bradley My Home** line of home décor and accessories.

A full one hour show will be broadcast to over 90 million households during the **QVC Home and Garden Event on April 18th**. The assortment will include a selection of items offered in the delightful, intriguing and fashionable patterns that Vera Bradley has become known for in the Handbag and Accessory business. Featuring both best sellers as well as new designs, the program will include indoor/outdoor rugs, ceramic tableware, placemats, napkins, lamps, fine wool rugs, and a collection of items from the Vera Bradley stationery line.

Recognized in March 2009 by QVC as part of International Women's Day Celebration, the Vera Bradley brand has been excitedly embraced by the QVC shopper.

"We are delighted to be an important partner with Vera Bradley in the QVC launch of this product line. QVC is always the place to find progressive brands that delight the customer and we know this line of fashionable and high quality accessories and home décor will be very popular on QVC", says Joe Mezzina, President of ZINA International.

With the April launch, ZINA International continues to be the partner of choice for brands that want to make the most of the live television shopping opportunity.

Zina International is a leading provider of full service marketing solutions that enable brand manufacturers, suppliers and lifestyle product companies to successfully engage in live television shopping. We provide a wide range of solutions for our partners through our integrated offering of services including product sourcing, development, manufacturing, branding, logistics, and live television marketing. With a combined 40 years experience in product sales and marketing, ZINA is the premier provider of cutting edge solutions to the industry. For more information please contact Caitlin Florance, Product Research and Development Coordinator, ZINA International 201-842-0222.

