

Vera Bradley Debut on QVC

For Immediate Release

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ZINA International, known for its successful work with major brands, is pleased to announce the debut of Vera Bradley Handbags and Accessories on QVC. ZINA is always in search of the perfect brand for the QVC customer so when our executive team began discussing the right handbag brand in 2007, Vera Bradley was at the very top of the list. "Vera Bradley represents the very best in quality, fashion and design in this segment of the market. The success story of this brand is second to none and we believe the QVC customer will warmly embrace Vera Bradley for years to come", according to Joseph Mezzina, President, ZINA International.

Vera Bradley was founded in March of 1982 by Patricia Miller and Barbara Bradley Baekgaard. The company was named after Barbara's mother, Vera Bradley. Working out of their homes, Patricia and Barbara wanted to create a women's fashion line that was fun, feminine and practical. Today, this idea lives on in their popular quilted cotton luggage, handbags, and accessories made of distinct and colorful fabrics and patterns. QVC will be offering unique configurations of the Vera Bradley line of products to their customers.

The ZINA team has invested countless hours since August of 2007 preparing the brand for this opportunity in the live television shopping market. Designing sets, guiding the on air talent, helping select the right product line and establishing the link between the brand and the live TV shopping audience are some of ZINA's capabilities that set the company apart in the industry. With over 20 handbag designs being offered on air November 3rd in over 90 million households, this is truly an event that will take the Vera Bradley brand to a whole new level of awareness and future sales.



Featured on QVC!

APPEARING NOVEMBER 2 & 3

Special Vera Bradley sets and many of your favorite products and colors... all showcased on America's favorite shopping channel. From cosmetic cases to wallets, totes to luggage, and distinctive collections like Microfiber and Tweed.

Now that's must-see TV!



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.