

transcosmos Investment News Letter

August 22, 2008
transcosmos inc.

Keds and zazzle Team Up to Launch Keds Studio, an On-line Custom Shoe Program

On August 5, 2008, Zazzle.com (Headquarter: Redwood city, CA Founder & CEO: Robert Beaver), the On-demand custom retail products shopping site announced the launch of Keds Studio™. Zazzle has investment from Transcosmos Investments & Business Development, Inc. (Head Office: Bellevue WA, President & CEO: Yasuki Matsumoto), a venture arm of transcosmos, inc. (President & COO: Masataka Okuda; Headquarters: Tokyo). The Keds Studio™ is an online customization program that offers consumers the ability to design the graphics for their own original Keds® Champions, the classic lace-up and slip-on canvas styles.

The Keds Studio program, built and powered by zazzle, offers consumers the unique ability to create original Keds designs by uploading their own artwork, graphics and text, onto the shoes instantly—a first for the footwear industry. In addition consumers are able to choose from a wide selection of colors and even unique, pre-made designs, many of which are designed by such artists as Sarah Singh and Gen Art artists, among others. The customized shoes are produced within 24 to 48 hours, and will be received by consumers within one to two weeks.

“Since the launch of the Champion in 1916, consumers have been enhancing their Keds with their own personal style using markers, paints, pens and other creative tools,” said Gregg Ribatt, president and chief executive officer of The stride Rite Corporation. “This growing form of expression was the inspiration for Keds Studio. Through our relationship with Zazzle, we can now offer Keds customers the opportunity to bring an uninhibited range of design options and a more professional design aesthetic to this classic shoes. This initiative positions Keds at the forefront of the footwear industry with great innovation and leading-edge technology aimed at unleashing the individuality of the end consumer.”

Through Zazzle’s innovative, patent-pending technology platform, the launch of Keds Studio marks the first time a fully customizable shoe featuring user-generated graphics has come to market. The company’s technological competency is unique, having developed intuitive new tools that enable consumers to instantly experience the construction of the entire shoes, and allowing full design for almost every part of the shoes. This offering is the first-ever content application enabling consumers to upload their own designs, patterns, illustrations, images or full text onto the footwear they choose.

The custom shoe offering is available at www.keds.com and www.zazzle.com/custom/shoes.

Keds Studio will also offer limited-edition designs developed to provide consumers with creative inspiration, which will be featured and available every month. In addition, Zazzle’s platform will enable Keds Studio consumers now “turned designers,” as well as professional and amateur designers to sell their unique designs in the Zazzle “marketplace”. By using Zazzle’s system, these consumers can set the price of their shoe designs above the original price and earn the entire mark-up in profit.

For more information,

[http://www.businesswire.com/portal/site/google/?ndmViewId=news_view&newsId=20080804006434&newsLang=\(*English\)](http://www.businesswire.com/portal/site/google/?ndmViewId=news_view&newsId=20080804006434&newsLang=(*English))

Outline of Zazzle.com

[Company Name] Zazzle.com

[Address] 1900 Seaport Blvd. Redwood City, Ca 94063

[Establishment] 2003

[Major Investors] Kleiner Perkins Caufield & Shelparo Ventures

[Principal Business] On-demand custom products.

Transcosmos Investments & Business Development Inc., a wholly owned subsidiary of Transcosmos, Inc. with offices in Bellevue, Wash., and Mountain View, Calif., is a strategic corporate investor and an active local business partner for Internet-based U.S. technology companies expanding into the Japanese and Asian marketplace offering capitalization of joint ventures, infrastructure development, strategic relationships, and localization to companies in the U.S. technology sector. Transcosmos Investments' portfolios, which focus on companies specializing in digital marketing, e-commerce and digital media, include such brand names as Ask.com, DoubleClick Inc., RealNetworks Inc., NetRatings Inc., Atom/Shockwave Entertainments, Inc., Become, Inc., Pheedo, Inc. and Brightcove, Inc.

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