

Rinkya Knows It's A Wonderful Life When An Angel Gets His Wings!

Tempe, AZ and Tokyo, Japan, December 1, 2008 - "You never really know what's important," says Rinkya President and CEO Heather Russell. "I remember when I was growing up my Dad had a tape of *It's A Wonderful Life* and it was a part of Christmas for all of us to get together and watch it. George Bailey spent his whole life running a Building and Loan. And, in the end, he needed an angel to tell him what about that was important. And that's what I mean.

"Rinkya has almost doubled in size since last year. And yes, I guess that's important, but in the movie, the Baileys built Bailey Park. Bailey's Building and Loan grew. And ,still, George didn't really know what was important.

"I suppose that, in the end, it wasn't the business really, but the people whose lives George touched and made better. And I think, especially at this time of year, and especially in an economy such as this that every business should reflect on that a bit.

"It's so easy to get caught up in the money and forget that every customer you have is someone whose life you touched, and hopefully made better. Isn't that really why business is there at all? The bigger a business gets, the harder that becomes to remember. And when a business gets too big, it might forget it altogether, and that's where a lot of trouble starts. When businesses forget what's important.

"It may not seem like a big deal, making sure a collector in Italy gets a rare limited edition Grendizer robot, or a boy in France has a new Bathing Ape shirt to wear to a New Year's Eve party, or an American musician gets his new Epiphone guitar. But it is a big deal, because it what's really important. Touching these people and making their lives just a little better because you did.

"Too often, when businesses forget this, they become like Mr. Potter. The money becomes the important thing, and making people's lives just a bit better doesn't enter into the equation. And that's when you have to start talking about bailing them out.

"Make no mistake, the year ahead looks pretty rough, all the way around. That's why, at Rinkya we are going to concentrate on what's important, and that is making sure that, when we do business, we don't forget the customer, that we do our part to make that customer's life just a little bit better.

"...remember no man is a failure who has friends. We remember Clarence, and we know that the same can be said of a business. Good luck with the new wings."

For Further Information Visit : www.rinkya.com

USA Contact:

Elaine Gross, Rinkya Inc.,

elaine@rinkya.com

866) 970-4485; Fax (480)-970-4486