

## BROOKLYN CONQUERS GODZILLA

When Heather Russell was four years old, instead of a traditional doll, she asked her parents for Godzilla for her birthday gift. Heather got Godzilla and her new baby sister, Laurel, got the doll. Thus began Heather's life long fascination and interest in all things Japanese. As a teenager, she would haunt the Anime Video stores in New York's Chinatown watching early shows like Ranma 1/2 and Sailor Moon.

When the family left the wilds of Brooklyn for the wilds of Arizona, Heather studied Japanese at Arizona State University. To support her studies, she started a business, Usagi's House (Rabbit House), which sold Japanese Anime products such as Animation cels, dolls, books and games. Usagi's House was one of the first American companies that was able to break thru the trade barriers with Japanese suppliers. The company did well, but Heather was frustrated at her lack of fluency in the Japanese language. (She still had a Brooklyn accent).

Consequently, she made her first visit to Tokyo in 2000 and enrolled in language school in Japan. Moving to Japan on her own was a challenge that she loved even though she was a "gaijin" (foreigner). The only sad thing was leaving her two dogs Sebastian and Akane. But her sister, Laurel, who was studying Psychology at ASU, took care of the dogs as well as handled the American side of the business for Usagi's House.

Living in Japan, Heather was able to find the best sources for Anime products. She could now also take advantage of the offerings on Japanese Auction service sites as well as on-line Japanese stores. Historically, the Japanese have had an isolationist policy regarding trade with other countries. Aside from the language barrier, it is still very rare today that Japanese sellers willingly ship goods outside of Japan. Heather, however, reasoned that an English language proxy bidding service would be attractive to worldwide buyers and Japanese sellers alike. The buyers would understand the intricacies of what the Japanese were selling and could bid on their items. The Japanese sellers, on the other hand, would only have to deal with someone who was fluent in Japanese and not have to ship anything out of Japan. Consequently, she created Rinkya.

Rinkya began as a small company helping to fill the needs of the Anime customers of Usagi's House. Goods were shipped to Heather's tiny apartment in Japan and then in turn were shipped to their various International destinations. Laurel was now handling the Customer Service and other business issues for Rinkya in America. It was a cozy, but crowded arrangement until the day when the Car seats showed up at Heather's door. Rinkya had somehow exploded from a simple Anime cel to car parts, dolls, clothing, books, music, and so on. Today, Rinkya has had to expand twice in Japan to larger warehouses. In Japan, alone, there are 15 employees. Many of whom are Japanese housewives, who have no other way to obtain gainful employment. After graduating Menlo College, Heather's brother, Scott moved to Japan to manage the growing Rinkya Shipping Department.

Godzilla may have destroyed Tokyo Harbor, but Heather, Laurel and Scott can show you how to buy him and have him shipped to anywhere in the world. They have translated their love of everything Japanese, and made it accessible. To the world- even with a Brooklyn accent.

Rinkya Inc is a leading service provider for Japan auctions, stores, and specialty websites. Rinkya is on the Inc. Magazine 5,000 list of the fastest-growing private companies in the U.S.A. and is currently featured in Dolls and Project Car Magazine. The Japan branch has won several business awards from the Japanese Postal System and has been showcased in several Japanese business magazines.

For Further Information Visit : [www.rinkya.com](http://www.rinkya.com)

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