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BLOOMERS ISLAND GROWS AND EXPANDS WITH EUROPEAN LICENSING DEAL

LOS ANGELES – December 15, 2017 – Bloomers Edutainment, the healthy lifestyle brand for kids continues to grow like weeds as it expands overseas with Capi Europe, the preeminent European manufacturer of pots designed for plants and flowers.

Bloomers signed a multi-year licensing agreement for Capi Europe to exclusively manufacture and distribute Bloomers' products in Europe.

Capi Europe's products are well known for their lightweight and unique designs, range of styles and sizes, their frost, UV, and moisture resistance, and their affordability. Environmentally responsible production is their top priority. They manufacture in the Netherlands and use recyclable material whenever possible.

Capi Europe's CEO, Toine van de Ven, goes on to say:

"We look at Bloomers as not just an incredible opportunity for growth, but also to create future customers for Capi. There is a lot of synergy with Capi's existing product lines."

And Bloomers' creator and CEO Cynthia Wylie continues on to say:

"While our business in North America has been growing exponentially, we are equally as excited about the potential in Europe, where every home has a flower pot on the windowsill. It was a natural next step for us."

Bloomers, which started with six vegetables in the enormously popular VeggiePOPS! Seed Starters, have expanded their product line to now include twelve vegetables, herbs, flowers, lily bulbs, pine trees, and other specialty growing kits that include brightly colored pots, made from recycled water bottles.

Bloomers will be releasing nine books with Rodale Kids Books in 2018 - 2019. Also, plush Bloomers' dolls and garden gnomes are in the works.

Bloomers is seeking additional licensees for other kids' "healthy lifestyle" product categories. For further information, please visit bloomersisland.com or contact:

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