



**FOR IMMEDIATE RELEASE:**

**CONTACT:**

Donnelle Sampson, President  
Trend Lab, LLC  
Phone: 952-890-6700  
Toll Free: 866-873-6352  
Fax: 952-890-9775  
[dsampson@trend-lab.com](mailto:dsampson@trend-lab.com)  
[www.trend-lab.com](http://www.trend-lab.com)

**Cat in the Hat by Dr. Seuss Enterprises L.P. to appear at ABC Kids Expo**

**Minneapolis, MN – September 9, 2009** – Come meet the Cat in the Hat on Monday, September 14, 2009, between 11:00 a.m. and 2:00 p.m. at Trend Lab's booth #700 at the ABC Kids Expo in Las Vegas.

Trend Lab, LLC, and Dr. Seuss Enterprises, LP, have collaborated through a license agreement to develop nursery and toddler products including bedding, décor, storage, gifts, and diaper bags. This product is launching now and will be featured in the Trend Lab booth at the upcoming ABC Kids Expo.

For additional information, please contact Donnelle Sampson, President of Trend Lab at 866-873-6352 or [dsampson@trend-lab.com](mailto:dsampson@trend-lab.com). Trend Lab, LLC is located at 3190 West County Road 42, Burnsville, MN 55337. Phone: 952-890-6700. Fax: 952-890-9775.

Trend Lab, LLC was founded in 2001 and is a privately held, WBENC certified women-owned business based in Minnesota. Trend Lab's line includes bedding, gifts, home décor, storage, and pet products, with core strengths in co-development.

**About Dr. Seuss Enterprises, L.P. Licensing and Marketing Office**

The primary focus of the Dr. Seuss Enterprises, L.P. Licensing and Marketing office is to protect the integrity of the Dr. Seuss books while expanding beyond books into licensed merchandise. The licensing effort is a strategic part of the overall effort to strengthen and protect the relationship consumers have with Dr. Seuss characters. Theodore Geisel (Dr. Seuss) said he never wanted to license his characters to anyone who would "round out the edges." That is one of the guiding philosophies of Dr. Seuss Enterprises.

**- END -**