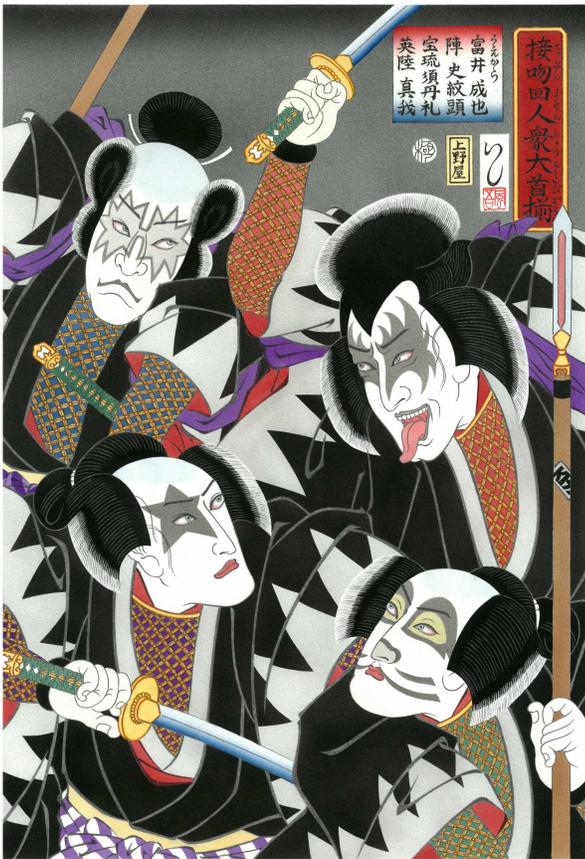


## KISS Transforms Into Kabuki and Monsters in Ukiyo-e, Japanese Traditional Woodblock Print

Mitsui Agency International, Inc. announced on June 25th a collaboration with the rock 'n roll band KISS and their global brand management firm Epic Rights to produce KISS Ukiyo-e, the Japanese traditional woodblock print, as the first feature of the “UKIYO-E PROJECT.”



KISS Kabuki Ukiyo-e



KISS Monstrous Ukiyo-e

The “UKIYO-E PROJECT” was launched in 2014 by Mitsui Agency International and Mitsui Music, Inc. to help the diminishing Ukiyo-e artisans pass down their skills and traditions to their next generation by creating new Ukiyo-e artwork featuring global pop icon of today.

Ukiyo-e is Japan’s unique art form that started in the 1600s and requires three highly skilled artisans -- an illustrator, a woodcarver and a hand printer -- to create one print. Ukiyo-e has been depicting the moments of ‘now’ throughout its history but the production of new Ukiyo-e is very few nowadays. The numbers of these artisans are declining (9 woodcarvers and 30 hand printers as of 2011) and Ukiyo-e needs measures to survive.



The “UKIYO-E PROJECT” has created 2 versions of all hand-made, 200 limited prints featuring KISS members transformed into kabuki actors and monsters. The band will give autographs on 100 prints of each design and 100 will be sold without autographs.



After 8 months of production, “KISS Ukiyo-e” is finally available for advance orders online starting June 26<sup>th</sup> at noon (PST) in the United States at [www.ukiyoeprojectstore.com](http://www.ukiyoeprojectstore.com)

The craftsmen behind this project are certified as the Economy, Trade and Industry Ministry’s “Edo Woodblock Traditional Craftsman” as well as the Cultural Affairs Agency’s “Intangible Cultural Heritage Selected Conservation Technology.”



Gene Simmons: “Ukiyo-e, that’s Nippon, that’s tradition, that’s history, that’s Kabuki, that’s deep deep culture. We respect it.”

Tommy Thayer: “And the great thing about it, is that it’s us.”

#### About KISS

KISS remains one of the most influential bands in the history of rock and roll. As one of America's top gold-record champions, KISS has released 44 albums; sold more than 100 million albums worldwide; and performed record-breaking tours around the globe for decades. In 2014, KISS celebrated major milestones: 40<sup>th</sup> anniversary celebration with a national tour; induction into the Rock and Roll Hall of Fame; the launch of their inaugural LA KISS Arena Football League Season, bringing professional football back to Los Angeles; the AMC premiere *4<sup>th</sup> and Loud*; and a performance in the 88<sup>th</sup> Annual Macy’s Thanksgiving Day Parade. KISS was also featured in major advertising and marketing campaigns for John Varvatos, Google Play and Rock & Brews. In 2015, KISS launched their international tour across Europe, Asia and South America and many additional brand initiatives are underway.

### About Mitsui Agency International

Established in 2014 at Los Angeles as a group company of Mitsui Agency, musical talent agency based in Tokyo since 1995. Mitsui Agency International focuses to act as bridge between Japan and the United States in music and Ukiyo-e industry.

### About Mitsui Music

Established in 2006, Mitsui Music manages copyrights and master license of the singers. Mitsui Music has been producing merchandise for the artists as well as promotional novelty goods for the record companies. Contracted directly with overseas manufacturers, Mitsui Music now produces OEM jewelry for various Japanese artists' brand as well.

### About Epic Rights,

Epic Rights is a full service global branding, licensing and social media marketing company dedicated to building celebrity and entertainment brands via its broad global network of retailers, licensees and agents. Working with a roster of top clients and brands, Epic Rights' services includes licensing/branding, music merchandising, social media management, VIP ticketing and fan clubs. Epic Rights also oversees sponsorships and endorsements, digital archiving of all creative/photo/media assets and manages worldwide e-commerce for its clients in addition to providing in-house legal resources for trademark registration and audit management. Epic Rights is headquartered in Los Angeles, California. For more information visit: [www.epicrights.com](http://www.epicrights.com)

### Contact:

UKIYO-E PROJECT PR / Mitsui Agency International, Inc.

Tel: +1-323-643-3120

email: [info@ukiyoeproject.com](mailto:info@ukiyoeproject.com)

Website: [www.ukiyoeproject.com](http://www.ukiyoeproject.com)