

Date : 20<sup>th</sup> June, 2011

<b>1) The Manager , Listing Department, National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai- 400 051 Scrip Code- ARCHIES</b>	<b>2) The Listing Department Corporate Relationship Department Bombay Stock Exchange limited 1<sup>st</sup> Floor, New Trading Wing P.J. Towers Dalal Street Fort, Mumbai- 400 001 Scrip Code- 532212</b>
---	---

**SUB : ARCHIES LIMITED EXCLUSIVE TIE UP WITH « COWPARADE »**

Dear Sir,

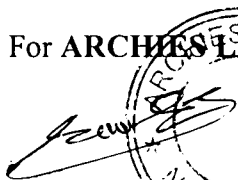
This is to bring to your kind notice that ARCHIES LIMITED has an exclusive tie up with COWPARADE in India for Selling CowParade figurines in select Archies & Hallmark stores.

COWPARADE originated in 2000 in Switzerland where an idea to "beautify" the streets grew into its own. The CowParade has proven to be a wonderful canvas for art. Not only is the shape very inviting to express yourselves but there is also something that makes a cow very inviting and motherly to work with. As a result the life-size bovines have graced the street of more than 70 cities across all continents.

Kindly acknowledge the receipt of the same.

Thanking You,

For ARCHIES LIMITED

  
**Vikas Kumar Tak**  
(Company Secretary)

**Encl : Press release enclosed**

**ARCHIES LIMITED**

## **PRESS RELEASE**

### **Archies brings CowParade to India**

CowParade is delighted to announce an exclusive tie up with Archies, for India, which will introduce 53 CowParade figurines in select Archies & Hallmark stores. In addition, the Indian customer can also view & buy these figurines from [www.cowparade.in](http://www.cowparade.in)

These are all identical replica's of the temporary art gracing the streets of many cities around the globe. CowParade is the world's largest public art event designed to offer the public access to thought-provoking art in an urban environment. CowParade® - for Art, for Fun, for Charity.

CowParade originated in 2000 in Switzerland where an idea to "beautify" the streets grew into its own. Three basic shapes of cows were designed and artists invited to contribute their interpretation of "cow art" and show it publicly. CowParade has not looked back since.

The CowParade has proven to be a wonderful canvas for art. Not only is the shape very inviting to express yourselves but there is also something that makes a cow very inviting and motherly to work with. As a result the life-size bovines have graced the street of more than 70 cities across all continents. Over 6.000 artists have participated, and over 5.000 individual designs have graced the streets from New York to Tokyo, from Johannesburg to Stockholm and from Moscow to Rio de Janeiro. CowParade has truly become the world's largest public art event.

To ensure the whole commitment is viable and funded we replicate the city art and produce identical figurines. All figurines are hand made, and the great majority is hand-painted.

