

NEW PEOPLE

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PRESS RELEASE

FOR IMMEDIATE RELEASE

UTSUWA FLORAL DESIGN BOUTIQUE OPENS AT NEW PEOPLE

*Modern Japanese Bonsai Techniques Artfully Blend With Colorful
Aesthetics At The New Retail Boutique Opening At Bay Area
Pop Culture Venue*

San Francisco, CA, January 23, 2012 – NEW PEOPLE, the dynamic San Francisco entertainment destination bringing the latest examples of Japanese popular culture to North American shores, welcomes a new retailer to its entertainment venue located in the city's Japantown. Utsuwa Floral Design produces a captivating mix of traditional Japanese bonsai blended with fresh and playful design accents. The Utsuwa Floral Design at NEW PEOPLE is the company's second retail location in San Francisco.

Feel the power of universe and vastness of nature creatively depicted in a variety of organic and affordably designed bonsai pots and glass. Utsuwa Floral Design's creations offer artful and natural meditation for people living in urban surroundings. Utsuwa Floral Design also accepts orders online at: <http://utsuwafd.com> and ships their creations nationwide.

Valentine's Day Sale: Surprise your favorite loved one with a unique gift! Utsuwa Floral Design kicks off a special double-weekend sale offering 10% off on all designs between February 4th-5th and 11th-12th. Among the unique items available are Mini Bonsai plants in original pots, starting at only \$20.00, artful Moss Ball Aquariums starting at only \$10.00, and a wide variety of Air Plants, Succulents and Terrariums starting at \$15.00. More information on Utsuwa Floral Design is available at: <http://utsuwafd.com>.

Hanging Shida (Fern) Workshop: Visitors are also invited to participate in a fun, hands-on workshop on Friday, February 17th at 7:30pm at NEW PEOPLE's Cinema Café, located in the venue's spacious lobby. Learn traditional and modern arrangement techniques and create customized inspired designs in a unique event open to everyone. These workshops often sell out quickly! Tickets are \$35.00; additional information is available at www.newpeopleworld.com.

Utsuwa Floral Design was founded by U.S.-born Hiro Hayama in 1998. Hayama hails from a family of bonsai masters and he opened his first retail store in Sugunami, Tokyo in 2000. As floral designer, Hiro and his florist wife, Misuzu, introduced inventive bonsai and aquarium creations inspired by Asian and Japanese antiques to a new generation of bonsai aficionados in Tokyo. The couple opened their first retail store in the U.S. in San Francisco in 2010 (located at 1339 Polk St., between Austin St. & Pine St.) to highlight these traditional and antique Japanese accents. Their latest location at NEW PEOPLE will showcase a whole new will showcase a

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whole new concept that incorporates fresh, modern designs that reflect on an urban environment.

NEW PEOPLE opened in 2009 and has become a unique must-see attraction of San Francisco's cultural landscape. The 20,000 square foot contemporary venue features the latest examples Japanese popular culture expressed through film, art, fashion, and a variety of specialty boutiques and ongoing monthly events. NEW PEOPLE is located at 1746 Post Street in the city's Japantown.

About NEW PEOPLE, Inc.

Based in San Francisco, California, NEW PEOPLE, Inc. (www.newpeopleworld.com) offers the latest films, art, fashion and retail brands from Japan through its unique entertainment destination as well as through licensing and distribution of selective Japanese films. NEW PEOPLE Entertainment (www.newpeopleent.com), a film division of NEW PEOPLE, Inc. strives to offer the most entertaining motion pictures straight from the "Kingdom of Pop" for audiences of all ages, especially the manga and anime generation, in North America. Some titles include DEATH NOTE, GANTZ, KAMIKAZE GIRLS, and THE TASTE OF TEA.

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