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LISA MARKS ASSOCIATES, INC. (LMA)

**Licensing 2012 International Expo
June 12th-14th, Mandalay Bay Convention Center, Las Vegas**

- BOOTH 5331 -

New York, NY – April 22, 2012 – Established in 2001, Lisa Marks Associates, Inc. (LMA) has become a leading agency in the world of Licensing and Marketing. A creative, full-service agency, LMA is the exclusive Licensing Agency for many of America's best known, classic brands:

- Peeps
- Mike and Ike
- Hot Tamales
- Dum Dums Pops
- Wacky Wafers
- Big Mouth
- Tender Vittles
- Me and My Girls
- Warheads
- Smarties
- Yummers
- Chipwich
- Ken-L Ration
- Angel Babies
- Jack Squat
- Real Women, Real Country
- Sassy
- Peanut Chews
- Bonkers
- Farts Candy
- Hai Karate
- Scarlett & Crimson
- From the Crib
- David's Signature 'Beyond Gourmet' Jelly Beans
- MoonPie
- Astro Pops
- Whistle Pop
- Puss 'N Boots
- Stick World
- SAVE
- Vital Statistics

EDITORIAL HIGHLIGHTS

Lisa Marks Associates, Inc. (LMA) has taken on a number of classic, nostalgic brands this year which will be introduced at the LMA booth at Licensing 2012 Expo. LMA also continues to build programs within its current portfolio of brands and properties, announcing new deals in key categories.

LMA Represents Leaf's Classic and New Candy Brands

LMA has signed on as North American licensing agency for candy company Leaf Brands®. LMA will create broad scale licensing programs for Leaf's stable of brands, including the recently revived classic Astro Pops®, Bonkers™, and Wacky Wafers™ brands, and the newly launched Yummers™, Farts Candy™, and David's Signature 'Beyond Gourmet' Jelly Beans™ brands. LMA is planning comprehensive programs across all categories including apparel and accessories, health and beauty aids, food, packaged goods, gifts, stationery, social expressions, school supplies, publishing, toys and games, multimedia, mobile apps, and more.

Leaf Brands is re-launching classic, nostalgic Astro Pops®, Bonkers™, and Wacky Wafers™ brands. Leaf re-launched the Astro Pops brand in 2010 to loyal and anticipating established fans of the iconic candy rocket lollipop. Leaf has created Giant Astro Pops® and Astro Pops® Sodas

and plans to introduce new products including bite-sized Astro Pop Asteroids™. Wacky Wafers, the tasty pressed tart candy, is being reintroduced by Leaf Brands in late 2012, along with fruity Bonkers! candy, which was popular with fans throughout the '80s and '90s. Plans are to re-launch both Wacky Wafers and Bonkers brands in their original forms and to further expand the candy lines. Leaf's nostalgic candy brand licensing programs kick off with a new line from Chaser, who is designing young men's T-shirts for T.J.Maxx for the Astro Pops brand.

LMA is also developing licensing programs for Leaf's Yummers!™, Farts Candy™ and David's Signature 'Beyond Gourmet' Jelly Beans™. Yummers!, made with 100% real fruit pieces, are available in four varieties and in 25 different flavors. Farts Candy, flavorful chewy candy nuggets, will be made in 126 flavors and are packaged in four different varieties. Leaf Brands partnered with the inventor of Jelly Belly candies, David Klein, to create David's Signature 'Beyond Gourmet' Jelly Beans. The candy blends exotic cuisine with luxury via never-before-tasted jelly bean flavors like Thai Lemongrass Curry and Indian Mango Chutney. They will also be available in several regional assortments as well as specialty combinations such as "Hot Peppers Around the World™".

"Leaf Brands is a great partner to work with," said LMA President, Lisa Marks. "It's exciting to have the classic brands alongside new favorites. We look forward to developing licensing programs that not only showcase the individuality of each brand, but also pique interest in all the others. Whether for new fans or old, there will be something for everyone!"

RetroBrands U.S.A. Inc. Brings Roster of Nostalgic American Brands to LMA

LMA will be re-launching and developing licensing programs for a number of popular classic American brands owned by RetroBrands U.S.A. Inc. Properties represented include Chipwich®, Hai Karate®, Whistle Pop™, Big Mouth™, Tender Vittles®, Ken-L Ration®, Puss 'N Boots®, Modess® and Aftate®. Extensive licensing programs are being developed for all brands, including apparel and accessories, gifts and collectibles, social expressions and more, as well as core category programs for Hai Karate (with cologne and more). Modess, and for Tender Vittles, Puss 'N Boots and Ken-L Ration with cat and dog food, treats and pet toys.

Chipwich® was the #1 ice cream novelty in the US in the 1980's with over a billion sold. This popular chocolate chip cookie ice cream sandwich rolled in chocolate chips was the first novelty ice cream product in the "premium" category, costing fans over a dollar each and rocketing the brand to huge success. LMA will extend this nostalgic favorite with programs across multiple product categories.

Hai Karate® is a leading vintage men's fragrance brand from the 60's through the 80's that playfully cautioned men: "Be careful how you use it". Memorable ads showed users fending off crazed women with moves from the self-defense instruction booklet included with each bottle, and its popularity led to a \$200 million dollar business. Hai Karate will be re-launched in core and other categories, including cologne, after shave, shaving cream, talcum powder, soap on a rope, apparel and accessories, and more.

Whistle Pop™ is the clever lollipop whistle originally introduced in the 1960's. This retro candy musical treat, "the best whistle ever tasted", will be re-launched in the core candy category and extended into apparel, accessories, gifts and collectibles categories. Big Mouth™ the giant, long-lasting candy pop on a stick with a bubble gum center, is a popular retro candy brand from the 1960's. Big Mouth will be reintroduced into the market supported with a licensing program ranging from candy to apparel and accessories, social expressions and gifts.

Licensing programs are also in the works for RetroBrands' highly successful pet food brands. Tender Vittles® was the #1 cat food brand in America in the 1990's with over \$100 million in sales. Leading historic dog food brand Ken-L Ration® was created in 1922 and became America's # 1 brand in the 1950's, and was well-known for its ubiquitous advertising jingle "My Dog's Bigger Than Your Dog" from the 1960's. Puss 'N Boots®, originally launched in 1950, became the #1 cat food brand in the market as well. The brands will be re-launched in core pet food, pet toy, and other categories.

Licensing Programs Expand as LMA Develops New Partnerships

LMA has added key new partners to the licensing program for the all-American iconic MoonPie® brand. The Old Wood Co., based in Asheville, NC, has introduced The MoonPie® Heritage Furniture Collection, a modern, industrial line with numbered pieces handmade to order. Each piece, meticulously crafted of reclaimed oak and iron, is an individual work of functional art that can be passed down through generations. Incorporating environmentally friendly practices and exquisite attention to detail, woodworker and artist Darren Green has created a new American classic. The MoonPie® Heritage Furniture Collection captures the nostalgia of the beloved brand, and includes stools, accent tables, Lazy Susans, wall pieces, and other decorative furniture for the home.

In apparel, lead licensee Trau & Loevner is creating a line of basic and fashion tees and fleece for juniors, girls and young men, selling into mid-tier, mass and specialty channels. Additionally, Boxercraft is developing MoonPie men's, women's, and children's lounge pants, shorts, boxers and afghans as well as fashion tops, sweatshirts, sweatpants and tank tops for the specialty market.

MoonPie® lottery tickets are being produced by MDI Entertainment, LLC, a subsidiary of Scientific Games Corporation, the global leader in providing gaming solutions to lottery and gaming organizations worldwide, and will be available in North America where tickets are sold. Top wholesale licensed collectible manufacturer Desperate Enterprises has created MoonPie tin signs and magnets, using logos, packaging and art to capture the classic and vintage aspects of the brand. Square One Brands, LLC has just signed an agreement to produce MoonPie wall décor for the mass market.

LMA brokered a program between apparel powerhouse Lucky Brand and the all-American C.F. Martin & Co.® guitar brand for a line of men's and women's imprinted T-shirts and fashion accessories which are being sold nationally. Embraced by artists all over the world, the Martin guitar has helped define nearly all genres of music, from rock and folk to bluegrass, country and blues, and is firmly ingrained in the American lexicon of music as an emblem of quality and excellence.

Topsville has signed on to become master apparel partner for leading development brand Sassy, Inc. The Topsville program will utilize Sassy's unique icons and graphics and signature design sensibility. A major global Sassy publishing program will be announced shortly as well.

LMA has brokered an agreement with MDI Entertainment, LLC to offer instant scratch lottery games featuring logos, themes and images from the popular Palitos Locos™ art property. Palitos Locos, or "Crazy Sticks", Southern California artist Bill Attinger's line of bold, whimsical, attitude-filled stick figure characters, has a distinct and unique connection to the Hispanic community, urging fans to "Live Out Loud" with art, phrases and nicknames familiar to Hispanic consumers.

For the Smarties® brand, Chaser is creating a line of young men's tees for the T.J. Maxx stores. Additionally, Best Items International, LLC has developed a unique line of Smarties candy wrapper-inspired bags and accessories. Best Items has also developed a great line for Spangler Candy's Dum Dums® brand, and Dum Dums young men's tees are in production from Chaser for T.J.Maxx stores.

In another deal, Chaser will also be creating young men's T-shirts for Impact Confections' fan-favorite Warheads® brand for T.J.Maxx stores.

Just Born's classic PEEPS® brand has been extended with a collectible crafted Longaberger basket topped with the iconic PEEPS chick. Leading gift product designer and manufacturer Midwest-CBK has signed on for a line of PEEPS items, including figurines, lights, ornaments, bags, containers, candles, and ceramic tabletop accessories.

Just Born's MIKE AND IKE® brand has entered a new program with The Jel Sert Company. Jel Sert has created MIKE AND IKE freezer bars, selling at grocery, mass, drug, and convenience stores.

About LMA, Inc.

LMA is a creative, full-service Licensing and Marketing Agency, focusing on strategic brand building and long-term revenue generation. LMA is unique in bringing clients innovative licensing expertise from the world's leading marketing and entertainment companies to develop powerful, cohesive, turnkey licensing programs. Based in New York, LMA consists of a coalition of experts and industry leaders in the fields of Licensing and Merchandising, Creative Development and Design, Product Development, Retail Business Development and Multimedia Brand Extensions. Lisa Marks, President of LMA, Inc., brings over twenty years of innovative and breakthrough licensing expertise with some of the world's leading entertainment companies and brands in the industry, including Disney, Nickelodeon and The Penguin Group. Her partner, Mickey Marks, Managing Director of LMA, spent over twenty years in advertising and media agency management and is well known for developing creative solutions to brand marketing challenges. Most recently serving as President and CEO of Creative Media, an Omnicom company, Mickey is dedicated to integrating Licensing efforts into the broader context of brand communications. For more information, please visit www.LMA-Inc.com.

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