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Bosco Enters the Licensing World with Lisa Marks Associates

New York, NY – OCTOBER 21, 2014 – A first-time licensing program for Bosco® is planned with Lisa Marks Associates, Inc. (LMA) signing on to represent the 86 year-old American classic brand. Food extensions, kitchen accessories, gifts, and apparel are planned categories for the program's initial launch.

The famed, vitamin-enriched chocolate syrup originated in 1928, developed by a physician as a means to encourage children to drink more milk. Bosco continues to be produced in the U.S. in a variety of flavors, including the original chocolate, strawberry, mocha, and the new fudge brownie and sea salt caramel flavors that launched in 2014. A Bosco chocolate bar is also available.

Bosco is favored by consumers and Hollywood for both traditional and nontraditional uses: beyond its delicious function as a beverage addition and dessert or breakfast topping, Bosco has enjoyed a host of references in film and TV shows from *Shrek* to *M*A*S*H**, and "played against type" when used as fake blood in the film *Night of the Living Dead* and in the classic shower scene of Alfred Hitchcock's *Psycho*.

Bosco quote?

"We love the history of Bosco and all that it has to offer in the licensing arena," says LMA President Lisa Marks. "The brand is part of America's heritage and pop culture, whether one remembers it as a delicious part of childhood, or heard George Costanza declare his love for Bosco (and reveal it as his ATM code) on *Seinfeld*. The brand is a cross-generational favorite, and the licensing program is a great way to reach lifelong fans."

About Bosco® Syrup

Bosco® Syrup is a 4th generation family-owned business based out of Towaco, New Jersey. Made in the USA, Bosco Syrup was created by a doctor in 1928 and is the original milk enhancer and category creator. Bosco has been a staple in American pantries and pop culture, with references in *Seinfeld* and *Shrek*, among many others. Now available nationwide in Walmart, Bosco Syrup is perfect with milk, ice cream, fruit, and more. With Vitamins B2, B3, and B6, Bosco provides Moms with the help they need to get their children to drink more milk. For more information, please visit www.BoscoWorld.com or www.Facebook.com/BoscoChocolate.

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 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.