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**LIMA ANNOUNCES NOMINEES FOR THE
2006 INTERNATIONAL LICENSING EXCELLENCE AWARDS**

(NEW YORK, NY) April 24, 2006 – The International Licensing Industry Merchandisers' Association (LIMA) today announced the nominees for the Annual LIMA International Licensing Excellence Awards, recognizing the industry's best and brightest. The Awards will be presented in eight categories at the industry's most prestigious event, the annual LIMA Gala and Awards Ceremony, on June 21, at the Grand Hyatt Hotel at Grand Central in New York.

Licenses from around the world will be honored in the following eight categories: Art, Character, Corporate, Film, Television & Entertainment, Sports, Retailer and Promotions, as well as the Overall Best License of the Year. In addition to acknowledging the Best Property of the year within each category, awards will be presented for the Best Licensee Hard Goods and Best Licensee Soft Goods.

"The LIMA Awards Gala has evolved into an exciting evening of prestigious awards that demonstrates the importance of licensing and the impact it has in today's marketplace," notes Charles Riotto, president of LIMA. "Within the multi-billion dollar worldwide licensing industry, the annual International Licensing Excellence Awards recognizes those properties and programs that have truly had an outstanding impact."

"The year 2005 was another exciting one for licensing," says Carol Francesca, Awards Committee chair and president of the Broad Street Licensing Group. "There were a record number of submissions for the committee to review and I am thrilled with our slate that highlights nominees who represent the best of the best for last year."

Nominations were solicited from the entire licensing industry based on a list of categories and criteria that ultimately determine the industry's tribute to its leaders in creativity and achievement. Winners will be chosen by the LIMA membership and will each receive the coveted three-dimensional, etched-glass trophy, sporting the International LIMA logo.

Each year LIMA donates a portion of the ticket sales from the annual LIMA Awards Gala to a charity which supports and enriches the lives of children. LIMA's charity of choice is the Children's Brain Tumor Foundation, which works to improve the treatment, quality of life, and long-term outlook for children who are battling brain and spinal cord tumors.

**NOMINEES: THE 2006 ANNUAL LIMA
INTERNATIONAL LICENSING EXCELLENCE AWARDS**

1/ LIMA International Licensing Awards For Excellence Nominees

BEST CORPORATE BRAND LICENSE OF THE YEAR

Property	Owner/Agent
Crayola	Binney & Smith, Inc./Nancy Bailey & Associates, Inc.
Danskin Now	Danskin/The Beanstalk Group, LLC
Dodge Licensed Products.....	Dodge/Brand Sense Partners, LLC
Jeep	DaimlerChrysler/The Joester Loria Group
Lycra	Invista/MODA International Marketing, Inc.
Michelin	Michelin/The Licensing Company
Peeps	Just Born, Inc./Lisa Marks & Associates, Inc.
The Royal Air Force.....	Ministry of Defence, UK/4Kids International
Stanley	The Stanley Works/The Beanstalk Group, LLC
Vera Bradley.....	Vera Bradley/IMG

2 / LIMA International Licensing Awards For Excellence Nominees

OVERALL BEST LICENSE OF THE YEAR

Property	Owner/Agent
Andy Warhol.....	The Andy Warhol Foundation/The Beanstalk Group, LLC
The Apprentice	Mark Burnett Productions/Brand Central, LLC
Batman	Warner Bros. Consumer Products
Bratz	MGA Entertainment
Care Bears	American Greetings/The Joester Loria Group
Crayola	Binney & Smith, Inc./Nancy Bailey & Associates, Inc.
Cristina	CSE/IMG
Danskin Now	Danskin/The Beanstalk Group, LLC
Debbie Taylor-Kerman.....	Debbie Taylor-Kerman, Inc./Marketing On Demand, LLC
Disney's Cinderella.....	The Walt Disney Company/Disney Consumer Products
Dodge Licensed Products.....	Dodge/Brand Sense Partners, LLC
Dora the Explorer	Nickelodeon
Family Guy	20 th Century Fox
Jeep	DaimlerChrysler/The Joester Loria Group
King Kong.....	Universal Studios/Universal Studios Consumer Products Group
Lycra	Invista/MODA International Marketing, Inc.
Marilyn Monroe.....	CMG Worldwide
Memoirs of a Geisha.....	Sony Pictures/Sony Pictures Consumer Marketing
Michelin	Michelin/The Licensing Company
Napoleon Dynamite	20 th Century Fox
Peeps	Just Born, Inc./Lisa Marks & Associates, Inc.
Professional Bull Riders (PBR).....	Professional Bull Riders/Brand Sense Partners, LLC
Qi Baishi.....	Qi Baishi/ArtKey Co., Ltd.
The Royal Air Force.....	Ministry of Defence, UK/4Kids International
Sandra Maasamen	Sandra Maasamen/Mixed Media Group, Inc.

StanleyThe Stanley Works/The Beanstalk Group, LLC
 Star Wars: Episode III Revenge of the Sith..... Lucasfilm Ltd.
 Strawberry Shortcake American Greetings/DIC Entertainment
 Thomas & FriendsHIT Entertainment
 Thomas Kinkade, Painter of Light.....The Thomas Kinkade Company/
 Creative Brands Group, Inc.
 Vera Bradley..... Vera Bradley/IMG
 World Poker Tour World Poker Tour Enterprises/Brandgenuity

Founded in 1985, LIMA is the worldwide trade organization for the licensing industry. LIMA's main objective is to work together with licensors and licensees for the advancement of professionalism in licensing through research, national and international seminars and trade events as well as publications. With members in 25 countries, and offices in New York, London, Munich and Tokyo, members enjoy access to a wide variety of activities, information and benefits. LIMA is a proud sponsor of the annual Licensing International Show (New York), Brand Licensing (London), Licensing Forum (Munich) and Licensing Asia (Tokyo). In addition, LIMA now offers a Certificate in Licensing Studies (CLS) program, the only educational course specifically designed to prepare licensing professionals to succeed in the ever-changing licensing industry. For more information please visit www.licensing.org.

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