



FOR IMMEDIATE RELEASE

Lisa Marks & Associates is appointed  
North American Licensing & Merchandising Agent for  
BE AS YOU ARE

NEW YORK, N.Y. March 1, 2005. It was announced today that Lisa Marks and Associates, Inc. (LMA) will represent the apparel brand, BE AS YOU ARE. LMA will be the exclusive representative for licensing and merchandising for BE AS YOU ARE in North America and is working closely with the BE AS YOU ARE creative team to develop an innovative licensing, merchandising, and promotional program that extends the reach of this exciting lifestyle brand.

Be As You Are, with a distinctive look which offers a unique expression of style, comfort and originality, has been a great success in the specialty store market and has built a loyal following since its inception in 1992. LMA will now expand the brand beyond its specialty store presence into the department store, mid-tier, and mass markets with apparel and accessories, home furnishings, stationery and social expressions, publishing and more. LMA is beginning the Be As You Are roll-out with a major introduction of new Juniors products, initially targeting the mid-tier market for Back-to-School 2005.

"In the last thirteen years, Be As You Are has become a very recognizable and respected brand in the juniors and young men's specialty store markets," says Adam Robbins, President of Be As You Are. "We're thrilled to now work with LMA to bring that 'Be As You Are style' to so many new markets and product categories. With our unique artwork

and strong reputation in the apparel industry, and LMA's expertise in developing and building entertainment properties and brands, we have all the makings for a major licensing initiative. We're very excited and confident that our consumer products launch will be a huge success."

Lisa Marks, President of LMA, Inc. added: "We are very excited to partner with Be As You Are. Be As You Are is a unique brand with a great sense of style and refreshingly witty designs and copy. We look forward to extending this terrific brand with products that allow consumers to connect with and further enjoy the great Be As You Are attitude and style."

- **LMA, Inc.** is a full service Licensing and Marketing Agency that 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. Based in New York, LMA, INC. also serves as the exclusive licensing agency for The Campbell Soup Company, Pepperidge Farm, Inc., Just Born, Inc., (Peeps, Hot Tamales, Mike and Ike and Goldenberg's Peanut Chews), Fat Albert and the Cosby Kids, Vital Statistics, LLC, Working Mother Media and Rubber Duckie Productions, LLC. Lisa Marks, President of LMA, INC. brings over 20 years of innovative and breakthrough Licensing expertise with some of the world's leading entertainment companies and brands in the industry, including Disney, Nickelodeon, Home Box Office and The Penguin Group. Her number two, Betts FitzGerald, Senior Vice President, spent the last twenty-five years working at The Jim Henson Company, where she managed the U.S. business for Classic Muppets. For more information, please visit [www.LMA-Inc.com](http://www.LMA-Inc.com).
- **Be As You Are, Inc.** is a privately-owned company founded in 1992 by Adam Robbins. The company's headquarters are in the Georgetown area of Washington, DC - at the heart of the city's most fashionable shopping district. Beginning as a small line of graphic T-shirts, the company has grown into a true lifestyle brand with products including flip flops, loungewear, belts, beach towels, hats, and more. Currently the Be As You Are brand is carried by retailers throughout the United States, as well as in Canada, the Caribbean, Western Europe, and Japan. For more information, please visit [www.beasyouare.com](http://www.beasyouare.com).

For further information contact:  
Lisa Marks, Lisa Marks & Associates, Inc. 914.933.3900 [LMarks@lma-inc.com](mailto:LMarks@lma-inc.com)