

FOR IMMEDIATE RELEASE

**LISA MARKS & ASSOCIATES SIGNS NEW CLIENT, THE
CAMPBELL SOUP COMPANY**

New Agency To Meet Demands for Quality Licensing

NEW YORK, NY – JANUARY, 2002 – *Lisa Marks & Associates, Inc.*, a creative licensing and marketing agency, recently signed *The Campbell Soup Company* as a client. Campbell's represents the #1 selling food brand in supermarkets with over \$2 billion in annual sales.

Lisa Marks & Associates, Inc. (LMA) will work with Campbell's and Pepperidge Farm, Inc. as their sole and exclusive representative in the licensing, merchandising, marketing and promotion of the Campbell's and Pepperidge Farm brands and trademarks. LMA will significantly broaden Campbell's licensing program to introduce families and kids to innovative products that provide opportunities for shared family fun at home with brands they know and love. They will also extend the powerful Campbell's and Pepperidge Farm brands into toys, gifts and collectibles, stationery, social expressions, apparel and accessories, domestics and home furnishings and sporting goods.

The strategy developed by Lisa Marks & Associates, Inc. presents a comprehensive licensing program of family fun activities. The brand licensing vision includes developing a *Campbell's Kids Kitchen* program that will allow kids to be active in the kitchen and will empower them to cook great meals with adult supervision. Plans also include games, crafts, activities, and toys with the beloved *Campbell's Kids* as well as *Campbell's "Fun Favorites"* soup varieties, including *Alphabet Soup*, *Curly Noodle*, *Fun Shapes and NoodleO's*. Lisa Marks & Associates, Inc. has also developed a strategy to extend Campbell's defining brand equities into a comprehensive *Campbell's Home, Fashion and Gift program*, and more. LMA will also develop a significant Licensing Program for Goldfish, the #1 cheese cracker for kids.

"I am delighted to be working with Campbell's," said Marks. "As one of America's best-loved brands, with tremendous equity and strong heritage, Campbell's has touched the lives of millions of American families. We will extend this quality brand in new ways that are meaningful to families and will enhance kids' and families lives".

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Based in New York, Lisa Marks & Associates, Inc. counts among its growing client roster Rubber Duckie Productions, LLC, Just Born Inc., Vital Statistics, LLC, the *H.J.Heinz Company*, and other prestigious companies and brands. Its founder, Lisa Marks, has 20 years of experience in the consumer products industry, having developed, built, and marketed brands for some of the world's leading entertainment companies such as *Home Box Office, Disney, Nickelodeon, and The Penguin Group*, a division of *Pearson plc*.

At The Walt Disney Company, Ms. Marks most recently served as Director of Marketing, where she developed strategic plans for Disney's multi-billion dollar Standard Character Licensing business. As a Vice President at Nickelodeon she played an integral role in launching the successful *Blue's Clues* and *Rugrats* Consumer Products programs. At the Penguin Group, Lisa was the Executive Vice President of Consumer Products and Entertainment where she further developed and built the Peter Rabbit and Spot brands.

Lisa Marks & Associates, Inc.'s mission is to develop and build clients brands through strategic licensing and marketing programs that enhance and protect brand equities and maximize the long-term revenue potential of clients' businesses. A full range of services is provided including: licensing and marketing planning and execution, retail business development, product development, and multimedia brand development.

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