

For Immediate Release

Drawing the Line in Artistic Expression

Lisa Marks & Associates, Inc. is now the exclusive Licensing Agency for *Stick World*

La Quinta, CA, December 2005 – New York licensing agency, Lisa Marks & Associates, Inc. (LMA), is reviving a *Stick World* of characters. The simplistic yet astoundingly powerful artwork is the older sibling of *Palitos Locos*, its Spanish speaking hermana.

Staggeringly simplistic and powerfully magnetic, the collection captures and celebrates the fun personalities we encounter everyday. “Stick World began as an experiment in simplicity” muses artist and creator Billy Attinger. “The stick figure designs transcend any boundaries produced by more complicated artwork.” Everyone from jocks, shopoholics, skaters, flirts and more are comically featured in the wacky and expressive population of stick figure art that is *Stick World*.

Initially introduced in the early nineties to great success, this quirky and distinctive brand traveled around the globe creating a *Stick World* full of attitude. Tens of millions of Stick World products were sold at retail including stickers, books, t-shirts and greeting cards. *Stick World* is set to be re-launched with a powerful new program created by LMA.

Popular phrases, names and expressions accompany each stick figure character making the designs even more striking, zany and witty. Geek, Hip Hop, Brat, Air Head and Dude are but a few of the personalities featured in the extensive collection. The funky font that accompanies each character typifies the style of the early nineties. Yet, the simplistic art is timeless, transcending all boundaries and communicating fluently, concisely and with attitude. In a crazy and chaotic world the desire to communicate clearly and the need for self-expression will always be in style.

“Stick World’s unique combination of minimalist creative design and pop culture commentary provides a compelling and fun form of self expression, which is so on trend in today’s retail marketplace” said Lisa Marks, President of LMA, Inc. We are delighted to be developing a great new universe of Stick World products for today’s consumers!” Lisa Marks & Associates, Inc. is also the exclusive licensing agency for *Palitos Locos*, *Stick Worlds’* sister brand. Following the resounding success of *Stick World* and inspired by the passion, culture and allure of the Spanish language, Billy Attinger created *Palitos Locos* (Crazy Stick Figures), a Spanish speaking brand filled with the same attitude and humor as its globetrotting *Stick World* sibling.

About Lisa Marks & Associates, Inc.

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. LMA, Inc. also serves as the exclusive licensing agency for the Campbell Soup Company, Pepperidge Farm, Inc., Just Born, Inc. (makers of Peeps, Hot Tamales, Mike and Ike and Peanut Chews), Santoro London (creators of tutti cuti and jeli.deli), Fat Albert and the Cosby Kids, Vital Statistic, LLC, and Working Mother

Media. 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. For more information, please visit www.LMA-Inc.com.

About Stick World

An artistic experiment in simplicity turned into a craze that swept the globe. Billy Attinger's *Stick World* wittily captures a plethora of humorous, quirky and cool characters that everyone from environmentalists, sports fans, grandmothers and geeks can appreciate and enjoy. Being instantly identifiable the fantastically simple stick figure characters speak clearly and decisively to every eye they catch. They have the power to stir emotions, whether it's smug smiles, cheeky giggles or nods of appreciation, the designs demand reaction. Optimizing the art of making a statement, *Stick World* has sold tens of millions at retail across the globe. The artwork has been featured on a wide variety of products from greeting cards, stickers, books and clothing. Lisa Marks & Associates, Inc. is the exclusive licensing agency for *Stick World*. LMA is responsible for the development and implementation of merchandising and promotional rights throughout North America and will secure licenses for the manufacture, sale, and distribution in all product categories.

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