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WORKING MOTHER INKS LICENSING DEAL WITH LISA MARKS & ASSOCIATES

New York, NY – Working Mother Media (WMM), publisher of *Working Mother*, the only national magazine dedicated to career-committed mothers, has signed an exclusive deal with LISA MARKS & ASSOCIATES, INC. (LMA) to develop and launch WMM's first-ever licensing program.

LMA is introducing the Working Mother Brand at Licensing Show (booth #1824). The Working Mother Media program will tap the power of the various WMM properties -- including *Working Mother* magazine and, in keeping with the magazine's core values, the program will provide smart solutions for smart moms with products to help them balance, organize and simplify their busy lives.

Carol Evans, CEO of Working Mother Media commented, "As we celebrate *Working Mother's* 25th Anniversary year, it gives us great pleasure to be working with Lisa Marks & Associates who will help us to meet the demand from consumers for branded merchandise, especially pertaining to *Working Mother* magazine. We are so excited to build on the affinity and recognition of our brand, and even happier to kick off these efforts during this exciting Anniversary year."

LMA's initial focus will be on the Working Mother brand, although the agency will also spearhead licensing and marketing programs for all of WMM assets. LMA, Inc. plans to develop and build WMM's brands through long-term licensing and marketing programs across all product categories. Lisa Marks, President of LMA, Inc. commented, "living the lives of working mothers, we really have a lot of heart for this brand, and believe that it can be meaningfully extended with products that provide terrific solutions for moms and their versatile lifestyles."

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., which includes Peeps, Hot Tamales and Mike and Ike; and Rubber Duckie Productions, LLC. Some of the other clients that the agency represents are Vital Statistics, LLC, and Festival Attractions, Inc. 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.

Working Mother Media (WMM) publishes *Working Mother* magazine, the only national magazine written expressly for working mothers. Founded in 1979, the publication's 19-year signature "100 Best Companies for Working Mothers" serves as a benchmark for work/life

practices in corporate America. Other WMM properties include the National Association for Female Executives (NAFE), *NAFE Magazine*, the annual 100 Best Companies WorkLife Congress and the Best Companies for Women of Color initiative.

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