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## @#\$%! LISA MARKS & ASSOCIATES INKS LICENSING DEAL WITH YOE! STUDIO

New York, NY. May 9, 2005. It was announced today that Lisa Marks and Associates, Inc. (LMA) will be working closely with Craig Yoe, Clizia Gussoni and the rest of the YOE! Studio design team to develop innovative licensing, merchandising and promotional programs for a wide range of YOE properties.

Kicking off the relationship is the introduction of THE BLEEPS, a “naughty but nice” property targeting tweens and teens. THE BLEEPS are the perfect anthropomorphic characters to tap into the strong but sweet attitude of today’s trendy girls. THE BLEEPS are cute “expletive deletives”, think “@#\$%\*!”, with great looks and fun personalities. Rick who likes skater chicks, Lightning Lad who’s likes girls that make him laugh, and Percy who’s ideal female is a good kisser! Phil is partial to goth girls, while X-cite likes the shy types. Put them all together and \*%@#! -- you have the Bleeps...a “naughty but nice” way of expressing to the world what you really feel!

YOE! Studio is the creative engine behind many exciting licensing and merchandising initiatives in the industry. As a cutting-edge design studio with the highest reputation for cool, Craig, Clizia and the team have more than demonstrated over time their innovative thinking and out-of-the-box designs. Now embarking on their own creations for licensing and entertainment

development, Craig says, “We are absolutely thrilled to be working with Lisa Marks and Associates, Inc. With their strong Licensing expertise and track record in developing award-winning programs, we are excited to develop ground breaking licensing initiatives with them—they kick %#@!”

Lisa Marks adds, “Craig, Clizia and the rest of Yoe! Studios are an extremely talented and dynamic design team. We believe there are numerous opportunities with many of their creative initiatives to build exciting Licensing programs. We look forward to working closely with Yoe! Studios to develop great brands and properties!”