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**LIMA ANNOUNCES NOMINEES FOR THE
2005 INTERNATIONAL LICENSING EXCELLENCE AWARDS**

(NEW YORK, NY) April 21, 2005 – The International Licensing Industry Merchandisers' Association (LIMA) announces the nominees for the 2005 LIMA International Licensing Excellence Awards, recognizing the industry's best and brightest. The Awards will be presented in eight categories at the industry's most prestigious event, the annual LIMA Gala and Awards Ceremony, on June 22, at the Grand Hyatt Hotel at Grand Central in New York.

Licenses from around the world will be honored in the following categories: Art, Character, Corporate, Film and Television, Sports/Special Events, Retailer, Promotions, as well as the Overall Best License of the Year. In addition to acknowledging the Best Property of the year within each category, awards will be presented for the Best Licensee Hard Goods and Best Licensee Soft Goods.

“The LIMA Awards Gala has evolved into an exciting evening of prestigious awards that demonstrates the importance of licensing and the impact it has in today's marketplace,” notes Charles Riotto, president of LIMA. “Within the multi-billion dollar worldwide licensing industry, the annual International Licensing Excellence Awards recognize those properties and programs that have truly had an outstanding impact on the industry.”

“As the industry increasingly continues to generate momentum at retail each year, it becomes more and more challenging to select the very best nominees in each category,” says Neil Friedman, Awards Committee chair and president of Fisher-Price Brands. “The LIMA awards represent the diversity of the industry and convey the importance of licensing in the successful marketing campaigns that define today's marketplace.”

Nominations were solicited from the entire licensing industry based on a list of categories and criteria that ultimately determine the industry's tribute to its leaders in creativity and achievement. Winners will be chosen by the LIMA membership and will each receive the coveted three-dimensional, etched-glass trophy, sporting the International LIMA logo.

Each year LIMA donates a portion of the ticket sales from the annual LIMA Awards Gala to a charity which supports and enriches the lives of children. LIMA's charity of choice is the Children's Brain Tumor Foundation, which works to improve the treatment, quality of life, and long-term outlook for children who are battling brain and spinal cord tumors.

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LIMA International Licensing Awards For Excellence Nominees

BEST CORPORATE BRAND LICENSE OF THE YEAR

Property	Owner/Agent
Campbell's	Campbell's Soup Company/Lisa Marks & Associates, Inc.
Hot Rod Garage	Primedia Enterprises Inc.
Jeep	DaimlerChrysler/The Joester Loria Group
The Stanley Works	The Stanley Works/The Beanstalk Group
TV Guide.....	TV Guide Magazine Group/SloaneVision Unlimited

Best Corporate Brand Licensee of the Year	Property/Product
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Added Extras.....	Popsicle/lip gloss & lip balms
Allied	Bushnell/laser measurement tools
Impulse Wear & Earthtones Trading Co.....	John Deere/apparel & headwear
Kids Station.....	Little Tykes/toys
KNG America	Ford Thunderbird/alarm clock radios & entertainment consoles
Kolcraft Enterprises, Inc.	Jeep/strollers (juvenile products)
Lotta Luv.....	Snapple/lip balm
Mead	Scholastic Brand/school supplies
Mitzi International	LIFE/handbags, totes, wallets & accessories
Palecek.....	National Geographic/Bingham Leather Folding Chair
Pop Rocket	Crayola bath activity products
Powerbuilt Tools.....	Hot Rod Garage/garage equipment

OVERALL BEST LICENSE OF THE YEAR

Property	Owner/Agent
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American Chopper.....	Discovery Global Licensing
Bratz	MGA Entertainment, Inc.
Campbell's	Campbell's Soup Company/Lisa Marks & Associates, Inc.
Care Bears	American Greetings/The Joester Loria Group
Dora the Explorer	Nickelodeon
Family Guy	Twentieth Century Fox
Hot Rod Garage	Primedia Enterprises, Inc.
It's Happy Bunny.....	J.K. Benton Design Studio/CopCorp Licensing
Jeep	DaimlerChrysler/The Joester Loria Group
Kathleen Francour	Kathleen Francour Photography & Design/Lifestyle Licensing Intl.
Mary Engelbreit	Mary Engelbreit Studios
My Little Pony	Hasbro Properties Group
Pink Panther 40 th Anniversary	MGM Consumer Products
Plaza Sesamo Primeros Pasos (Sesame Beginnings)	Sesame Workshop
Scarface	Universal Studios Consumer Products Group
Sesame Street.....	Sesame Workshop
Shrek 2.....	DreamWorks Consumer Products
So Girly!.....	Me & My Big Ideas, Inc./Art Impressions, Inc.
Spider-Man 2	Spider-Man Merchandising LP (Marvel Enterprises & Sony Pictures Consumer Products)
The Stanley Works	The Stanley Works/The Beanstalk Group
Strawberry Shortcake	American Greetings/DIC Entertainment
Teenage Mutant Ninja Turtles	Mirage Licensing/4Kids Entertainment
Thomas Kinkade	The Thomas Kinkade Company
TV Guide.....	TV Guide Magazine Group/SloaneVision Unlimited

Founded in 1985, LIMA is the worldwide trade organization for the licensing industry. LIMA's main objective is to work together with licensors and licensees for the advancement of professionalism in licensing through research, national and international seminars and trade events as well as publications. With members in 25 countries, and offices in New York, London, Munich, Tokyo and Shanghai members enjoy access to a wide variety of activities, information and benefits. LIMA is a proud sponsor of the annual Licensing International Show (New York), Brand Licensing (London), Licensing Forum (Munich) and Licensing Asia (Tokyo). In addition, LIMA offers a Certificate in Licensing Studies (CLS) program, the only educational course specifically designed to prepare licensing professionals to succeed in the ever-changing licensing industry. For more information please visit www.licensing.org.z

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