



FOR IMMEDIATE RELEASE

**LISA MARKS & ASSOCIATES, INC. (LMA)
Showcases New Brands At
Licensing 2008 International Expo
Jacob Javits Center, June 10 – 12, NYC**

- BOOTH 4360 -

New York City, NY – May 1, 2008 – Established in 2001, LMA has become a major player in the world of Licensing and Marketing. A creative, full service agency, LMA is the exclusive Licensing Agency for some of America's most trusted classic brands:

- Peeps
- Hot Tamales
- Mike and Ike
- Colorforms
- Groovy Girls
- Dum Dums Pops
- Warheads
- Smarties
- Be As You Are
- From the Crib
- Edgar & Ellen
- SAVE
- Angel Babies
- Stickworld
- Deepak Chopra

EDITORIAL HIGHLIGHTS

Lisa Marks & Associates, Inc. (LMA) announces that it is developing comprehensive licensing programs for four new clients who will be introduced at the LMA booth this June as well as expanding programs with existing client brands and properties:

GROOVY GIRLS® represents a new brand for LMA. GROOVY GIRLS® is a hugely popular and successful toy brand that encourages diversity, friendship and individuality and has won numerous industry awards including the TIA's 2008 "Girl Toy of the Year". The many lines of GROOVY GIRLS® soft dolls, accessories, and gear inspire loyal fans to develop their own styles and foster individual creativity. LMA will extend this fan-favorite line into a true lifestyle brand across a number of categories, including apparel and accessories, cosmetics, domestics and room décor, stationery and party goods, and much more.

The iconic DUM DUM POPS® candy brand has been a classic American favorite since its introduction in 1924, with over two billion pops sold each year. LMA is creating new programs to include apparel and accessories, back-to-school, cosmetics, food and packaged goods, publishing, toys and games, cosmetics and more. To launch the DUM DUMS® brand program, LMA has signed on Trau & Loevner to develop a line of girls', juniors' and young men's t-shirts and fleece, while Lotta Luv will be creating a line of DUM DUMS® lip balm, lip gloss and cosmetic bags.

Sour candy favorite WARHEADS® are the top-selling brand of sour candy sold by retailers in the U.S. and the brand's intense "Authentic. Extreme. Sour.™" approach to flavor has generated

a loyal pop cult following. LMA is developing a broad licensing program to include apparel and accessories, back-to-school, stationery, food, domestics and room décor, and party goods.

New earth-friendly lifestyle brand SAVE™ (Sustain and Value Earth) draws attention to the plight of the earth with bold graphics and a lighthearted, fun approach. Through art and style, SAVE™ heightens environmental awareness and makes a humorous and strong statement. LMA is creating new programs across all categories.

LMA also continues its expansion of established brand programs with a number of new licensees:

LMA is extending the PEEPS® brand licensing program with great new partners: Chronicle Books who introduced a new PEEPS recipe and craft book in March with great success; Lenox with a line of porcelain and china home décor and giftware; plush toys with Nanco for the amusement park channel, and decorative checks with Checks Direct. Also, Rand International is creating a line of tie dye apparel and fleece blankets, while new programs are also being developed by Creative Kids and ROK Promotions.

For brands HOT TAMALES® and MIKE AND IKE®, America's favorite chewy cinnamon and fruit flavored candies, new programs have been developed with Taste of Nature for a tasty cotton candy line and with Impact Confections for flavored spray candies. MIKE AND IKE and HOT TAMALES spray candies were introduced this year and have been nominated for Product of the Year in the Novelty Category by *Professional Candy Buyer!* magazine.

Classic candy favorite SMARTIES® will now have a line of beach balls, fleece blankets and tie dye apparel from Rand International. And apparel company Trau & Loevner has signed on for SMARTIES® t-shirts and fleece for girls, juniors and young men.

LMA is also pleased to announce the signing of two new brand licensing programs for COLORFORMS®. LMA has signed on Tara Toys to create mini game party favors using the classic Miss Weather® and Silly Faces® characters and IDM Group will be creating a comprehensive line of baby products, including clothing, sleepwear, accessories, bottles, gift sets and much more.

Popular lifestyle brand BE AS YOU ARE® expands with recently inked stationery and apparel deals. American Greetings has introduced BE AS YOU ARE greeting cards, and Leap Year is developing a line of stationery and school supplies products for introduction back-to-school 2008. A new line of infant, toddler, kids, tweens and teen apparel and sleepwear is also in development from Topsville.

The licensing program for multi-media property EDGAR & ELLEN® continues to grow with great partners: Activision, Andrews McMeel, and Rasta Imposta. Also, Game Development Company will be creating EDGAR & ELLEN DVD games, DVD board games, and interactive puzzles for release in late 2008.

LMA has created programs with Bentex for Inconceivable Studios' FROM THE CRIB® and ANGEL BABIES®. Bentex is introducing extensive lines of layette and playwear including sleepwear, gowns and t-shirts for both of these great properties. American Greetings is also creating a new line of greeting cards for FROM THE CRIB.

Recycled Paper Greetings has signed on to create a new line of greeting cards for Scribbles Properties' STICK WORLD® art brand.

LMA continues to build programs with Deepak Chopra, leveraging his global leadership and creativity on the philosophical and spiritual aspects of life.

About LMA, Inc.

LMA is a creative, full-service Licensing and Marketing Agency, focusing on strategic brand building and long-term revenue generation. LMA is unique in bringing clients innovative licensing expertise from the world's leading entertainment companies to develop powerful, cohesive, turnkey licensing programs. Based in New York, LMA 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. Lisa Marks, President of LMA, Inc., brings over twenty years of innovative and breakthrough licensing expertise with some of the world's leading entertainment companies and brands in the industry, including Disney, Nickelodeon and The Penguin Group. Her partner, Mickey Marks, Managing Director of LMA, spent over twenty years in advertising and media agency management and is well known for developing creative solutions to brand marketing challenges. Most recently serving as President and CEO of Creative Media, an Omnicom company, Mickey is dedicated to integrating Licensing efforts into the broader context of brand communications. For more information, please visit www.LMA-Inc.com.

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**Please visit LMA at Licensing 2008 International
- Booth 4360 -**

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