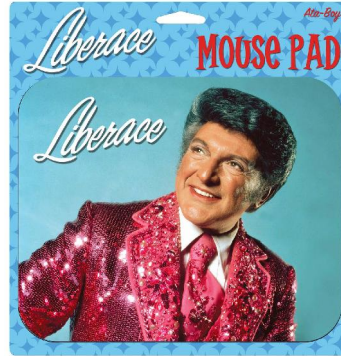




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Press Release



Making the world a better place, one licensed Liberace mouse pad, sneaker and handbag at a time

Fame Farm licensing sends a generation of unsuspecting twenty somethings running to Liberace.

Las Vegas, NV, January 14, 2008 – In life, Liberace embraced and delighted in his one-sequin-left-of-center public persona: “My clothes may look funny, but they’re making me the money!” Although it has been twenty years since Liberace donned his last sequined sensation, the new Liberace Licensing Program attempts to keep the Liberace legacy center-stage and in the money.



Charged with this mission is Fame Farm licensing. Fame Farm is a full service agency and marketing firm that counsels, supports and represents individuals, brands, licensors, licensees and manufacturers. Fame Farm’s strategic and outside-the-box creative management and development services are recognized as a pioneering step forward in this industry.

Fame Farm stepped on stage when the Liberace brand had no active licenses in place, had not established an internal licensing program and when the brand had literally been dead for nearly twenty years.

Fame Farm’s strategy was to introduce the glorious excess that is Liberace to the Millennial (Internet) generation. The original King of Bling® is remembered with huge gold rings on every finger, floor length fur capes, tricked-out and iced up cars to match his outfits and a handful of mini-Taj Mahals. The hip-hop culture and urban community have already embraced these symbols and some artists actually cite “Liberace” in their lyrics “...diamonds shinin’ lookin’ like I robbed Liberace” wrote Dr. Dre and Tupac Shakur.

Fame Farm designed and registered the King of Bling®, Queen of Bling® and Got Bling?® slogans and paired them with Liberace images thus establishing a fresh relevancy to the brand.

In addition to the traditional responsibility of a licensing agent (that of securing licensing opportunities) Fame Farm acts externally as the licensor’s in-house licensing department: management of the product development and approval process, administration of contract negotiations, supervision of product quality and contract compliance, management of creative consultations with licensees, administration of graphic design assets and the creation of press and promotional opportunities.

Capitalizing on the one dozen significant licensees that Fame Farm has secured for the Liberace Licensing Program, the refurbished and resplendent Liberace brand now boasts establishment and recognition in the newfound targeted demographic markets as well as renewed interest from the Boomers.

Fame Farm cofounders, Karan Feder and Michael Feder, have published two books in support of their client: *Joy of Liberace: Retro Recipes from America’s Kitschiest Kitchen* and *Liberace: Your Personal Fashion Consultant*. The latter title has been on Amazon’s best seller list for 14 weeks and is now in its second printing.

Carpe Diem! Fame Farm is actively considering clients seeking an outside-the-box strategy to jump start their new or existing licensing program.

Fame Farm LLC formerly operated under the corporate name I Love Liberace LLC.

