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# Press release

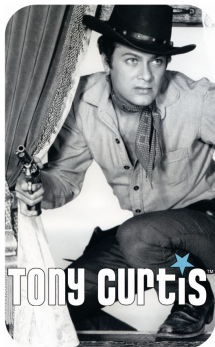
## Tony Curtis licensing program Adds New Partners

Las Vegas, NV, July 10, 2009 – *Advanced Graphics* and *Clearly Fun Soap* are the latest licensees to sign with the Tony Curtis licensing program.

Advanced Graphics, the world leader in the cardboard standup category will produce life size cardboard stand-ups and wall posters featuring images of Tony Curtis from the 1950's and 60's. "Advanced Graphics is proud to include Tony Curtis in its Hollywood Legends collection. It was a thrill for us to meet Mr. Curtis in person at the June Licensing Expo," said Advanced Graphics' VP of Licensing, Steve Hoagland.



Clearly Fun Soap, Inc. will design a broad range of bath products featuring both the Tony Curtis image and the artwork of Tony Curtis. "We've seen a lot of excitement and positive feedback to the new Tony Curtis collection. We wrote significant orders the very first day we previewed the collection," said Clearly Fun Soap CEO, Dawn Dallaire.



Both license acquisitions were brokered by Fame Farm Licensing and Marketing Firm.

Clearly Fun Soap's new bar soaps from the Tony Curtis collection.

The **Tony Curtis** licensing program celebrates and promotes the Art of Hollywood and is characterized by the spirit of classic Hollywood, dashing movie stars, debonair entertainers and dazzling artwork embodying passion and delight. The brand's charitable component (Shiloh Horse Rescue and Sanctuary) exemplifies the star's generous nature and altruism.

**Advanced Graphics** is the world's market leader in the cardboard standup category. The firm produces and distributes a wide assortment of corrugated displays and wall posters featuring both licensed properties and custom applications.

**Clearly Fun Soap**, celebrated for their sensational product launch (Goldfish-in-a-Bag soap), is currently one of America's fastest growing specialty products companies, producing and globally distributing a broad range of hand-made bath products.



**Fame Farm** is a full-service licensing agency and marketing firm representing entertainers, artists, personalities and brands. Fame Farm develops and executes strategic and innovative applications designed to secure brand extension, brand license acquisition and tactical marketing partnerships. Fame Farm's support capabilities include expertise in contract development, negotiation and evaluation, product development, art direction, graphic design, fashion design, copywriting, marketing management and strategic assessment.



Advanced Graphics' new life size cardboard stand-up featuring screen legend Tony Curtis.