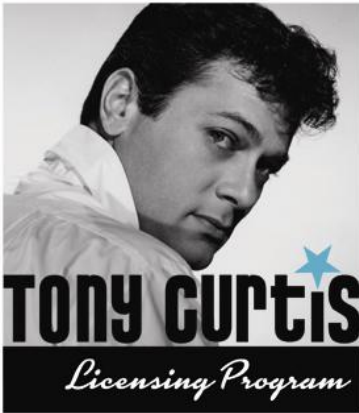




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Press release

Tony Curtis Develops Consumer Products Licensing Program



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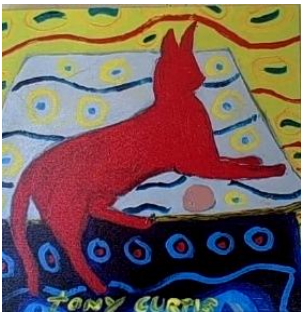
Las Vegas, NV, March 30, 2009 – Tony Curtis, beloved American screen actor, symbolizing The Golden Age of Hollywood and legendary for his dashing and debonair style, announces the launch of his consumer products licensing and promotional program.

Tony Curtis's spectacular body of screen work includes starring roles in *Spartacus*, *Houdini*, *Operation Petticoat* and *Sweet Smell of Success*. The actor may be best known for his role in *Some Like It Hot*, named by the American Film Institute as the funniest movie of the past 100 years. Tony Curtis received an Academy Award nomination for best actor in *The Defiant Ones*.

Also an internationally renowned visual artist, Tony Curtis creates brightly colored impressionistic paintings, drawings and assemblages reflecting the glamour of his movie star status, his generous nature and his zest for life. The subject matter of his paintings include domestic still lifes featuring floral and cat motifs, landscapes, celebrity

portraits and self portraits. Curtis's artwork is featured in prominent galleries, private collections and distinguished museums including New York's Museum of Modern Art. Considerable demand for Curtis's artwork dictates a busy exhibition and personal appearance schedule with his original paintings commanding in excess of \$50,000 per canvas.

Curtis's generous nature is most evident in his passionate attention to the Shiloh Horse Rescue and Sanctuary. This highly respected non-profit organization, founded by Curtis and his wife Jill, saves hundreds of horses from slaughter and provides a sanctuary for rescued horses to live their lives in comfort. The Tony Curtis Licensing Program embraces this organization and will develop unique cross-promotional licensing and marketing opportunities in support of the work at Shiloh.



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Tony Curtis has appointed licensing agency Fame Farm to develop a global business for the Tony Curtis brand within a broad spectrum of consumer-goods licensing categories including published materials, stationary and paper products, apparel, fashion accessories, health and beauty products, soft-line domestics, home furnishings, housewares, electronics, novelties and collectibles, gifts and food and beverages.

In support of the launch of his Licensing Program, Tony Curtis will make a personal appearance at the Licensing International Expo 2009 in Las Vegas, Mandalay Bay Convention Center, June 3rd (Mr. Curtis's Birthday), from 11 AM - 2 PM. Curtis's artwork and copies of his memoir *American Prince* will be available. Private appointments for the Expo appearance may be booked through Fame Farm.