



In a move that has provoked controversy and optimism in equal measure, this year marks Licensing Show's first foray into a city that really does never sleep. As 2009's show says farewell to New York, hello to Las Vegas, Total Licensing brings you a selection of exhibitors, activities and properties you will see as you walk the aisles of new halls. We look forward to seeing you there!



Viva Las Vegas!

Tony Curtis has appointed Fame Farm exclusive global consumer products and promotional licensing agency.

Tony Curtis, one of Hollywood's greatest stars, is known as a dashing and debonair American screen actor with a spectacular body of work that includes starring roles in *Spartacus*, *Houdini*, *The Defiant Ones*, *Operation Petticoat*, *Sweet Smell of Success* and *Some Like It Hot*.

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.

Fame Farm will supervise strategy, licensing partnerships, product and promotional development, brand marketing, consumer messaging and creative services. The global business for the Tony Curtis brand will be developed within a broad spectrum of consumer-goods licensing categories including published materials, apparel, fashion accessories, home products, gifts, novelties and collectibles, stationary and paper products, branded food and beverages and personal care products.

The Tony Curtis Licensing Program embraces non-profit organization Shiloh Horse Rescue and Sanctuary, founded by Curtis and his wife Jill, and will develop unique cross-promotional licensing and marketing opportunities in support of the work at Shiloh.

Full service licensing and marketing agency Fame Farm is responsible for the Liberace Foundation's acclaimed "King of Bling" licensing campaign.

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.

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