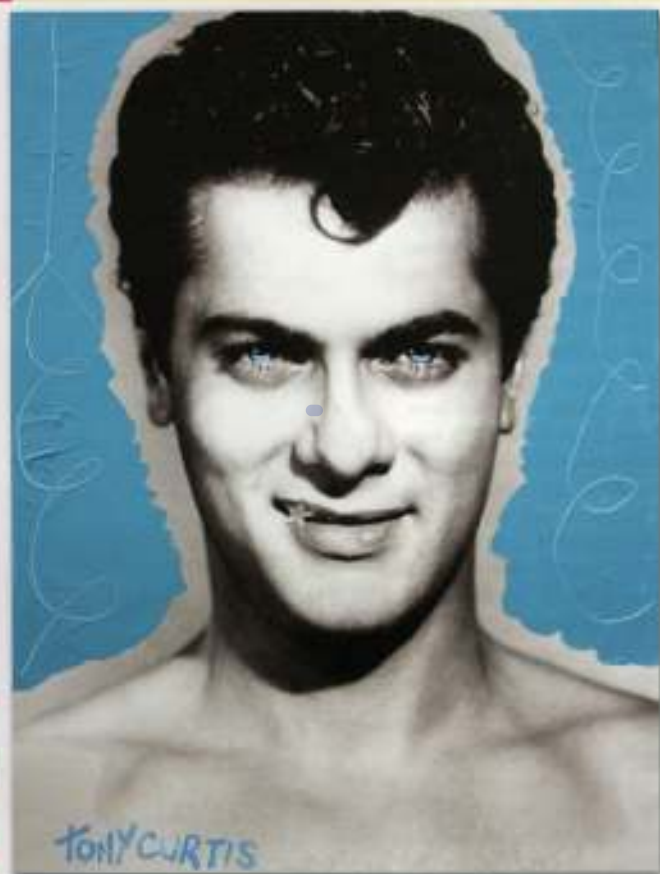


Legend has it.

The world of legend and celebrity licensing is vast and all-encompassing, from the enduring icons of the 50's to modern screen and music greats



landscapes, celebrity portraits and self-portraits. Curtis's artwork is featured in 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

underwear, accessories and children's wear.

Some of the legends appearing include AC/DC, David Bowie, Deep Purple, Pink Floyd, The Police, Rolling Stones, Elvis and Kiss.

Madonna kicked off a trend of wearing legends on t-shirts, and subsidiary company Besthouse Europe A/S has created and produced items things for bath, living and bedrooms as well as for kitchens.

Marilyn Monroe, one of the most recognized faces in the world, and Rocky Balboa, also appear on t-shirts and other produce.



personal care products.

The Fipo Group has over 52 rock licenses, and offers a selection of printed t-shirts, sweaters, fashion tops,

