

For Immediate Release



**DIMENSIONAL
BRANDING
GROUP**



The Museum of Modern Art, NY & Chronicle Books Partner to Bring a Creative Voice to MoMA Modern Kids Licensing Program

NEW YORK, June 10, 2008 – The retail department of New York’s Museum of Modern Art has created the **MoMA Modern Kids** brand, which is inspired by the Museum’s renowned collection of modern and contemporary art and is designed to offer children a greater understanding and enjoyment of modern art and design. Drawing on children’s natural curiosity, it seeks to encourage creativity and self-expression by providing an enjoyable interactive experience.

The first MoMA Modern Kids licensed products will launch in fall 2009 with a line of books, activity kits, stationery products, games and more from Chronicle Books, the award-winning publisher of innovative and trend-setting books. The Dimensional Branding Group brokered the licensing agreement between MoMA and Chronicle Books.

“The MoMA Modern Kids line is meant to appeal to kids’ inquisitive natures, arts and crafts interests and sense of fun,” said Ruth Shapiro, Director of Retail Business Development at The Museum of Modern Art. “One of our objectives is to extend the Museum’s brand reach to new audiences, instilling in a younger audience a lifelong interest and appreciation of modern art.”

“Chronicle and MoMA truly have the makings of an ideal partnership,” notes Victoria Rock, Founding Children’s Book Publisher at Chronicle. “We are both dedicated to innovation, strong design, collaborative project development and are keenly focused on creating projects that are both accessible and inspiring for children. We can’t wait to get started.”

“MoMA Modern Kids products should provide an interactive approach to exploring and expressing creativity on many levels,” adds Marsha Armitage-Bristow, EVP of Licensing at Dimensional Branding. “Our goal is to build a solid foundation for a licensed MoMA children’s program with the Chronicle team.”

About The Museum of Modern Art (MoMA)

Founded in 1929 as an educational institution, The Museum of Modern Art is dedicated to being the foremost museum of modern art in the world. The Museum of Modern Art seeks to create a dialogue between the established and the experimental, the past and the present, in an environment that is responsive to the issues of modern and contemporary art, while being accessible to a public that ranges from scholars to young children. Further information about MoMA is available at www.moma.org.

About Chronicle Books

One of the most admired and respected publishing companies in the U.S., Chronicle Books was founded in 1967 and over the years has developed a reputation for award-winning, innovative books. Recognized as one of the 50 best small companies to work for in the U.S. (and the only independent publisher to receive this award), the company continues to challenge conventional publishing wisdom, setting trends in both subject and format, maintaining a list that includes illustrated titles in design, art, architecture, photography, food, lifestyle and pop culture, as well as much-admired books for children and ancillary products through its gift division. Chronicle Books' objective is to create and distribute exceptional publishing that's instantly recognizable for its spirit, creativity, and value. For more information about Chronicle Books, visit www.chroniclekids.com.

About Dimensional Branding Group

Based in the San Francisco Bay Area, Dimensional Branding Group (DBG) focuses on brand licensing with a unique emphasis on strategic marketing and consumer research. DBG specializes in developing evergreen toys, children and iconic brand trademarks into entertainment placement and new extension markets. DBG's clients include Sony Computer Entertainment America (PlayStation), Chronicle Books, HURU HUMU, Whac-A-Mole, Jenga, Skee-Ball, Big Wheel, and Kindermusik, among others. For more information, visit www.dimensionalbranding.com or call 415-459-6500

Press Contacts

For MoMA:

Doug Roche

Public Relations Manager, MoMA Retail

212/708-9423

Doug_Roche@moma.org

For Chronicle Books:

Cathleen Brady

Senior Manager, Children's Publicity

415/537-4252

Cathleen_Brady@chroniclebooks.com

For Dimension Branding Group:

Marsha Armitage-Bristow

Dimensional Branding Group

415.459-6500

marsha@dimensionalbranding.com