

Contact:

Heather Wolf
Dimensional Branding Group
415.459-6500
heather@dimensionalbranding.com

For Immediate Release



**DIMENSIONAL BRANDING GROUP ANNOUNCES NEW PRODUCT DEALS FOR ITS
THREE DESIGNER CLIENTS – RICH EVANS, MASHA D'YANS & UNDOBOY**

San Francisco Bay Area, CA – April XX, 2008 – Dimensional Branding Group, the San Francisco Bay Area based licensing and marketing agency, today announces new deals for their three contemporary designer clients – Rich Evans, Masha D'yans and Undoboy.

Rich Evans, preeminent custom car designer, builder, painter and *founder of* Huntington Beach Bodyworks, extends his unique style to a line of apparel and accessories. Rich inked 4 new deals - JR SportsPromotion for apparel in Europe, automotive tool boxes with Goboxes, automotive mechanic suits with Shootsuits, and electronic clip art through Airbrush Action.

Masha D'yans Designs, featuring whimsical watercolors bursting with energy and color, has been selected by Sunrise Greetings for an extensive line of high-end greeting cards in the U.S. and Canada. Adding to her growing product list, Masha's designs will also be featured on textiles for wall canvases, pillows and blankets exclusively through specialty retail chain Urban Outfitters.

Undoboy bases his sharp and bright graphic style on the simple philosophy "design brings happiness"...and the happiness will now be available on t-shirts and hoodies throughout North America through apparel leader, Ripple Junction.

DBG will be available to discuss additional licensing opportunities with Rich, Masha and Undoboy, at the upcoming Stationery Show in New York this May 18-21 and Licensing International Expo in New York this June 10-12, 2008. Please contact Mary Jane O'Connor to schedule a meeting: mj@dimensionalbranding.com or (415) 459-6500.

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 Humi, Whac-A-Mole, Jenga, Skee-Ball, Big Wheel, and Kindermusik, among others. For more information, visit www.dimensionalbranding.com or call 415-459-6500.

About Rich Evans Designs

Rich Evans is a master fabricator, welder, painter and founder of the Huntington Beach Bodyworks. Each design is unique to Rich Evans and his style. Evans and his Huntington Beach Bodyworks shop have a long list of credits and awards, not the least of which is the Prestige Painter award from House of Kolor for 2005 & 2006. His other credits include Discovery Channel's Monster Garage and TLC's Junkyard Wars among others. Viewers may be familiar with Rich's famous projects including the Skull King, the Liberty Soldier, and the Electric Queen. Evans is also the designer behind Incubus Custom Wheels and spokesperson for Chicago Pneumatics' line of tools. For more information, visit www.richevansdesigns.com or www.huntingtonbchbodyworks.com

About Masha D'yans Designs

Masha D'yans, a native of St. Petersburg, Russia, moved to the U.S. when she was 14. Masha attended Cooper Union for The Advancement of Science and Art in New York where she studied painting, printmaking and graphic design. In 2002 Masha launched a greeting card company based on her own watercolors. Her playful, sensitive, colorful and tactile painting style draws on a plethora of inspirations including fashion, animation, calligraphy, Japanese art, nature and, of course, Russian fairy tales. In an industry dominated by computer generated and stock art, Masha's illustrations have found a large audience. Masha D'yans Designs is expanding to a wider variety of products including gifts and apparel. Masha D'yans artwork has been licensed by The Museum of Modern Art, Pentel, Papyrus, Garnet Hill. For more information, visit www.masha.com

About Undoboy

Undoboy is a Malaysian born graphic designer currently based in Portland Oregon. His designs embrace a simple philosophy "design brings happiness". The Undoboy Dreamland includes his Characteristic Icons set on a Rainbow Poop backdrop. His style has been described as inventive, modern, and charming, targeting the tween through young adult consumer. His top selling wall decals from Blik are now available as well as his limited edition jump drive from Mimobot. For more information, visit www.undoboy.com

For more information about DBG please contact:

Alan Winnikoff –212-679-2982
alan@sayleswinnikoff.com