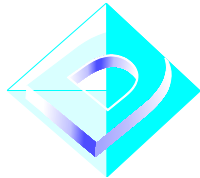


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For Immediate Release

**DIMENSIONAL
BRANDING
GROUP**



DBG to Blaze New Licensing Ground for HURU HUMI™

San Francisco Bay Area, CA – April XX, 2008 – Dimensional Branding Group, the San Francisco Bay Area based licensing and marketing agency, has been selected to represent HURU HUMI? – Who are you? Who am I? - The first intelligent toy targeted to today's tech-savvy and hyper-social tweens and teenagers. Leading toy manufacturer, Senario, is blazing new ground in the entertainment industry with HURU HUMI, your best "artificial friend forever™" (AFF!).

"HURU HUMI" capitalizes on the perfect storm of technology, demographic shifts and the glaring need for tween socialization." said Larry Seidman, CEO of Dimensional Branding Group. "HURU HUMI will supercharge product sales and lay the foundation for a very successful licensing program," added Mike Nakamura, CEO of Senario.

HURU HUMI is a unique series of interactive "artificial friends" with their own distinct personalities who talk to you and talk to each other. Each HURU HUMI has a unique digital personality and story that promotes self-discovery and socialization through interactive play patterns. Senario's breakthrough groups of HURU HUMIs are sure to be one of the sensations of the season, and a brand for years to come.

HURU HUMI will hit stores this summer with licensed product and an interactive website to follow shortly after. The HURU HUMI licensing strategy will focus on product extensions for tweens in the following categories: Interactive & Wireless, Publishing, Games, Room & Wall Décor, Apparel & Accessories, and Candy.

About Senario

Dedicated to creating the next generation of memorable, history-making entertainment products for children, families and friends, Senario is one of the most dynamic consumer product companies in the industry. Senario has a unique mission it never takes lightly - to deliver an experience that exceeds its customers' expectations — one that will be enjoyed repeatedly and remembered forever.

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.

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