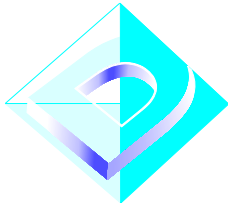


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For Immediate Release



**DIMENSIONAL
BRANDING
GROUP**



**Dimensional Branding Group Welcomes Back Iconic
Toy Brand Big Wheel along with other Legendary
Brands - Mr. Bubbles, Suzy Homemaker, Silly Surfers,
and more!**

San Francisco Bay Area, CA – April XX, 2008 – Dimensional Branding Group (DBG), the San Francisco Bay Area based licensing and marketing agency, welcomes back iconic toy brand, Big Wheel, to its roster of evergreen toy brands. DBG is also pleased to add several other legendary toy brands including Mr. Bubbles, Suzy Homemaker, Silly Surfers, Weird-Oh's and the Frantics, all owned by J. Lloyd International.

As Big Wheel® approaches its fortieth birthday, it remains the #1 selling ride-on of all time and a major pop culture icon of America. The Big Wheel® has created billions of memories for parents and children alike. The memories will keep growing as the Big Wheel® provides a unique opportunity for parents to share an experience with their children.

Mr. Bubbles®, one of the well-known products of TootsieToy®, America's Oldest Toy Company™, celebrates its 75th Anniversary this year! Mr. Bubbles® remains a popular product year after year...while retro housekeeping toy brand, Suzy Homemaker, reinvents itself as a tongue-in-cheek kitsch brand for the modern generation of kids.

J. Lloyd recently re-introduced the classic 1960's multi-million selling phenomenon – 3 Hawk plastic model kits: Weirdo-Ohs, the wild wacky monsters; Silly surfers, the wild and whoolie wave whackers; and the frappin' family of fidgeting Frantics. As cool as they were in the 60's, all of the kits come packaged in vintage style boxes and feature the incredible original artwork of Bill Campbell.

“We have hand-picked some of most recognizable pop icons in American toy history and now we extend these brands into new categories and markets!” says Jody Kneener, President of J. Lloyd. “DBG's focus will be on key product extensions and other innovative partnerships that will allow consumers of all ages to continue to enjoy these old school brands on a whole new level.”

About J. Lloyd International

Based in Cedar Rapids, Iowa, J. Lloyd is owned of the legendary, Jody Keener, (who also owns Alpha International), continues to focus on acquiring and then growing and expanding iconic toy brands. In addition to Big Wheel, J. Lloyd owns Suzy Homemaker, Frantics, Weirdo-Ohs among many more. www.j.lloyd.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 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.

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