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**For Immediate**

## **Dimensional Branding Group to Launch Licensing Program for Legendary Brands, Chia Pet® and The Clapper®**

**San Francisco Bay Area, CA** – October , 2008 – The Dimensional Branding Group (DBG) proudly announces its exclusive representation of Joseph Enterprises, owner of such legendary brands as Chia Pet® and The Clapper®, for third party product licensing.

Since the early 1980s, Chia Pet®, the unique handmade decorative planter, has become an American tradition and great gift item. Every year Chia Pet® continues to be a holiday best-seller. Chia Pet®, with the catch phrase in its multi-million dollar advertising program, has everyone singing "Ch-ch-ch-Chia Pet!". Chia Pet® - watch it grow!

The Clapper®, the sound activated On/Off switch, has been helping customers turn on and off their appliances by clapping for over 25 years. We are all familiar with the other famous jingle: Clap On! Clap Off! The Clapper®.

After marketing the initial version of The Clapper in 1984, Joseph Enterprises invested in engineering improvements, increasing the units effective distance and sensitivity, and ultimately adding an away feature for home safety purposes. Later the Clapper was further improved with LED on/off indicator lights. Joseph Enterprises continues to improve The Clappers utility by adding new features. For Christmas 2008 Joseph Enterprises also sells **The Clapper Plus**, which enables consumers to turn on lights or appliances utilizing a key chain or wall-mounted control as well as by clapping."

"Chia Pet® is so much part of the American consumer lore that it was chosen to be included in the *New York Times* time capsule, to be opened in the year 3000, along with a can of spam and a Betty Crocker cookbook." said Joseph Pedott, founder of Joseph Enterprises. He added, "We are thrilled that Dimensional Branding will be expanding the world of Chia."

"Our focus on key product extensions and other innovative partnerships will allow consumers of all ages to continue to enjoy these iconic brands on a whole new level." said John Leonhardt, President of Dimensional Branding Group.

### **About Joseph Enterprises**

Since 1980, Joseph Enterprises, Inc., a division of 50 year old Joseph Pedott Advertising, has supplied the marketplace with a collection of unique seasonal products supported with extensive television promotions. "The distinctive gifts, houseware, hardware and lawn and garden products sell through the mass retail channels in North America. Joseph Enterprises utilizes television advertising as the exclusive promotional vehicle for the entire brand portfolio and is widely recognized as the creator of dealer-tag television promotions (e.g. available at Walgreens, Kmart, Target, etc.). From its beginnings in 1957, the Company has developed its brand portfolio utilizing a well-defined set of product selection criteria, specifically: strong perceived consumer value and broad market appeal."

### **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, Jenga, Skee-Ball, Big Wheel, and Kindermusik, among others. For more information, visit [www.dimensionalbranding.com](http://www.dimensionalbranding.com) or call 415-459-6500.

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