



DIMENSIONAL BRANDING GROUP

Dimensional Branding Group to Feature PlayStation Family of Brands at 2009 Licensing Expo

DBG will feature the PlayStation brand and first party software titles at this year's Licensing Expo including award winning *Little Big Planet*, *Ratchet & Clank*, *God of War*, *Resistance Fall of Man* and *Patapon*.

Since its official debut at last year's show, DBG has continued to grow the PlayStation licensing foundation with strong partners and creative programs. Many of SCEA's first-party titles are long running franchises who fans personally identify with making them ideal properties for licensing into more traditional categories such as publishing, apparel, toys, home décor, and extreme sports.

DBG will also feature other key clients such as novelty product Chia Pet, classic parlor game Jenga, designer Masha D'yans, arcade game Skee-Ball, family financial fitness program Money Wizdom, publisher Chronicle Books, along with publisher Quirk Books and its hot new phenomenon "Pride Prejudice and Zombies".

Pride & Prejudice & Zombies, which has reached #3 on the NYT Bestseller list and it's just been published, is a great spin on Jane Austin's classic novel Pride & Prejudice and has kids and young adults clamoring to read it with over 170,000 units sold in its first week.

About Dimensional Branding Group, LLC:

The San Francisco Bay Area based Dimensional Branding Group (DBG) focuses on brand licensing and mergers and acquisition services 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. Its clients include PlayStation, (including game titles such as God of War, Ratchet and Clank, and Little Big Planet, among others), Jenga, Skee-Ball, MoMA Modern Kids, Kindermusik, Chronicle Books, Quirk Publishing, Worse Case Scenario, Big Wheel, Bob's Space Racers & Masha D'yans.

www.dimensionalbranding.com



RESISTANCE
FALL OF MAN

GOD OF WAR

LittleBIG
Planet

RATCHET
& CLANK

PAPAPON

WATCH IT GROW!
Chia Pet

Jenga

MASHA
DYANS


CHRONICLE
BOOKS


QUIRK


SKEE-BALL

MoneyWizdom