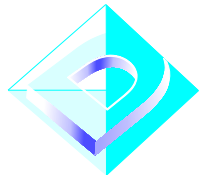


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For Immediate Release



**DIMENSIONAL
BRANDING
GROUP**



DBG Launches Creative Licensing Program for Kindermusik®

San Francisco Bay Area, CA – April 25, 2008 – Dimensional Branding Group, the San Francisco Bay Area based licensing agency, has been selected to represent Kindermusik International®, —the leading music and movement program for young children.

"Kindermusik® has a loyal consumer base and a proven track record for being one of the premier edutainment brands in the world today," said Larry Seidman, CEO of Dimensional Branding Group. "Our creative licensing program will produce Kindermusik products ® that will be a natural extension of the brand to young parents and their children."

Kindermusik International is the world's leading music and movement program for children from birth through seven years of age, and their parents. In more than 40 countries around the world, more than 4,500 licensed educators use Kindermusik's rigorously researched, developmentally appropriate curricula, CDs, books, instruments, games, posters and activities to bring the joy of music to children's lives.

"Kindermusik licensed products will help expose children to music and movement, which will help prepare them for pre-school and kindergarten, and cognitive, social and emotional life learning," said Michael Dougherty, CEO of Kindermusik International.

Kindermusik® will make its official launch into licensing at the annual International Licensing Show to be held June 10-12 at the Jacob K. Javits Convention Center in New York. The Kindermusik® licensing strategy will focus on product for kids in specialty, mid-tier, department store, and mass in the following categories: Toys & Games, Musical Instruments, Bath, Paper & Party Goods, Furniture, Room & Wall Décor, Children's Apparel, and Interactive.

About Kindermusik

For more than 28 years, Kindermusik International has enriched the lives of children and parents with innovative music and movement programs that nurture cognitive, emotional, language, social, physical and musical development and involve families in the joy of their children's musical learning.

Kindermusik provides unique child-centered educational classes and all families receive specially created music and materials to extend the fun of learning at home. Kindermusik's philosophy is founded upon

rigorous research and the fundamental beliefs that: every child is musical; every parent is the child's most important teacher; the home is the most important learning environment; music nurtures a child's cognitive, emotional, social, language and physical development; and every child should experience the fun and learning that music brings to life. For more information contact: www.kindermusik.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, Whac-A-Mole, Jenga, Skee-Ball, Big Wheel, Kindermusik, and Huru Humi among others. For more information, visit www.dimensionalbranding.com or call 415-459-6500.