

**Bay Area Licensing Agencies
Dimensional Branding Group and Panic Entertainment Groupe Merge;
New Combined Company Forms Leading
West Coast Boutique Agency**

San Anselmo, CA, February 6, 2007 ---Dimensional Branding Group (DBG), a leading licensing and brand extension agency in the San Francisco Bay Area, and Panic Entertainment Groupe (Panic), have agreed to merge their businesses, it was announced today by both companies. The merger will allow the combined companies to deliver a powerful blend of licensing and marketing expertise to the IP equity in iconic toy and game brands, technology, publishing and entertainment properties. The merged companies will assume the name Dimensional Branding Group (DBG). Larry Seidman remains CEO and chairman of the board of the new venture while John Leonhardt, founder of Panic Entertainment Groupe, will become its new President. Marsha Armitage-Bristow will serve as EVP of Licensing.

"The licensing industry is currently undergoing its own version of global warming, causing a shift in the brand extension climate," commented Seidman. "These dramatic changes call for new leadership in the servicing, acquisition and monetization of clients. DBG is the new 'hybrid' for the licensing industry. Our combined talents will generate an efficient source of licensing energy and insight."

"Both companies deliver passionate and highly individualized licensing services to their respective clients," added Leonhardt. "By uniting our two agencies, we will expand to better serve the demand for our services and continue to offer the personalized attention of a boutique agency with added corporate reach and strength."

DBG will manage licensing rights for an eclectic portfolio of high-profile brands including BBC Worldwide and its new property "The Secret Show," Big Wheel, MoMA Modern Kids, Whac-A-Mole, Jenga, Skee-Ball, Roy Rogers, Colorforms, Pee-Chee, Chronicle Books, Quirk Books and Worst Case Scenario.

DBG's expanded services will include:

- Consultation on the use of licensing to leverage brand image;
- Identification of cross-category opportunities to enhance brand value;
- Marketing and consumer research to evaluate and anticipate trends;
- Licensing management services;
- Brand extension and promotional program development and execution.

About Dimensional Branding Group, LLC:

Based in the San Francisco Bay Area, Dimensional Branding Group (DBG) focuses on brand licensing and promotional programming 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.

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