

**Contact:**

Heather Wolf  
Dimensional Branding Group  
415.442.5112  
[heather@dimensionalbranding.com](mailto:heather@dimensionalbranding.com)

**For Immediate Release**

## **Dimensional Branding Group Adds Skee-Ball and Pet Peeves to its Growing Roster of Clients**

**San Francisco Bay Area, CA** – April XX, 2007 – Dimensional Branding Group (DBG), the San Francisco Bay Area based licensing and marketing agency, has been selected to represent the legendary arcade game Skee-Ball and the rapidly growing brand Pet Peeves™. The addition of Skee-Ball and Pet Peeves reflects DBG's expertise in developing and positioning both classic and emerging brand trademarks for new markets.

“Skee-Ball is an iconic property, yet its enormous licensing potential has never been fully realized throughout its nearly 100 year history,” said Larry Seidman, CEO of Dimensional Branding Group. “Our innovative licensing strategy will take the Skee-Ball brand out of the arcade and into the home with new product categories for consumers of all ages.”

“Millions of consumers know and love Skee-Ball through trips to amusement parks, carnivals and arcades and the brand is a fixture in our popular culture,” added Joe Sladek, CEO of Skee-Ball Amusement Games. “Yet, this is the first time Skee-Ball will have a multi-faceted licensing campaign behind it. We are excited about the potential opportunities that DBG will bring to us in the coming months and beyond.”

Pet Peeves™ are meant to help people treat each other better by discussing their everyday annoyances and irritations in an upbeat, fun and humorous way. The Pet Peeves brand has evolved into an exclusive line of unique and witty characters that appeal to many demographics, from children on up to adults.

“We are equally excited about the endless licensing opportunities for Pet Peeves,” said Seidman. “This is an emerging social expression brand we believe is on the verge of exploding. We will build its presence through a variety of strategic brand extension opportunities.”

“We have been delighted with the growth of the Pet Peeves brand and we are convinced this is the perfect time to launch the property into licensing,” added Steve Levin of Pet Peeves. “The success of mypetpeeves.com, quickly becoming a social networking destination where people can express their own pet peeves and connect, underscores our confidence that this property is ready to go to the next level.”

**About Skee-Ball**

Skee-Ball was invented in 1909 by Jonathan D. Estes, who, it is said “was just looking for something to do.” Over the last nine decades Skee-Ball has become a worldwide amusement park, carnival and arcade tradition. And since 1909 Skee-Ball has been a midway staple. In 1936 the game became coin op and was so popular and so well-made, that even today with all our electronic and video technology, the Skee-Ball shape and action remains virtually unchanged. Skee-Ball is now found in almost ALL arcades across the country! For more information, visit [www.skeeball.com](http://www.skeeball.com).

**About Pet Peeves**

PET PEEVES, LLC is an innovative marketing company and an expert in creating leading social expression brands for consumer products, entertainment and the Internet. The centerpiece of the company is the line of Pet Peeves™ characters that reflect the everyday annoyances in a fun, lighthearted way. The company was launched in 2005 and is located in Los Angeles, California. For more information, please visit [www.mypetpeeves.com](http://www.mypetpeeves.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. For more information, visit [www.dimensionalbranding.com](http://www.dimensionalbranding.com) or call 415-442-5112.

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