



DIMENSIONAL
BRANDING
GROUP

Dimensional Branding Forms Mergers and Acquisitions Advisory Division

San Francisco, CA – April 15, 2009 – Dimensional Branding Group (DBG), located in the San Francisco bay area, announced today it has formed a mergers and acquisitions advisory division within DBG called Dimensional Branding Advisors (DBA). DBA brings toy industry acumen, a team of licensing industry experts, and an active network of buyers and sellers to its clients.

Dimensional Branding Advisors plans to counter the traditional M & A process and model that has typically been managed by investment bankers and various non-toy industry experienced professionals. Understanding play patterns, current retail and industry market conditions and intellectual property value are the intangibles for successful transactions.

“Current economic times provide a unique window of opportunity for strategic transactions” says John Leonhardt, President of DBG. “Our understanding of the intangible value of brands, a metric often undervalued gives DBA clients an advantage in negotiations. With over 12 years of experience in the toy and interactive industries, we create and drive value for our clients and with DBA, have added a new way to assist our clients.” concludes Leonhardt.

About Dimensional Branding Group, LLC:

The San Francisco Bay Area based Dimensional Branding Group (DBG) and Dimensional Branding Advisors (DBA) 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.

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