



PRESS RELEASE

Creative Brands Group Signs Wilmer Valderrama

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Creative Brands Group is pleased to announce that they will be representing Wilmer Valderrama for product licensing and brand development. Wilmer has enjoyed much success and notoriety from his starring role over the past six years on *That 70's Show*. He has teamed with Creative Brands Group to explore product opportunities in a variety of industries.

"Wilmer has a tremendous amount of creativity and a keen sense of fashion and style trends. We hope to harness some of that energy and explore multiple product opportunities for Wilmer," says Eric Kuskey, President of Creative Brands Group.

Wilmer recently wrapped production on "The Darwin Awards," an independent film directed by Finn Taylor, starring Winona Ryder and Joseph Fiennes. Next, Wilmer begins production in his starring role on the indie film "El Muerto," directed by Brian Cox and based on the successful comic book created by Javier Hernandez. He will star as 'Diego de la Muerte,' a 21 year old who is abducted, sacrificed and resurrected by the Aztec Gods of Death and Destiny.

Wilmer also had a recent stint in the Los Angeles Times critic's choice play "Blackout," which is adapted from the feature film "Drunks." The play gives an in-depth portrayal of an AA meeting. In April, he performed in the Actor's Fund of America one-performance only all-star reading of the Paramount Pictures screenplay "Sunset Boulevard," directed by Peter Hunt. He starred opposite Anjelica Huston and Sir Ben Kingsley. He recently completed filming the Wim Wenders produced short film "La Torcedura," in which he plays the lead 'Jose,' who dreams about proposing to his girlfriend to find she has been setting him up to be murdered.

Wilmer recently lent his voice to the character of 'Rodrigo' in the feature film "Clifford's Really Big Movie," in which he played alongside John Ritter, Wayne Brady and Jenna Elfman. Other feature film credits include "Party Monster," which was based on the true story of New York club promoter, Michael Alig, and the tragic events surrounding him, opposite Macaulay Culkin, Chloe Sevigny and Seth Green. He made his big screen debut starring opposite Freddie Prinze Jr., Brittany Murphy, Matthew Lillard and Jessica Biel in the Warner Bros. film, "Summer Catch."

Wilmer moved to Los Angeles from Venezuela with his family at thirteen years old. He didn't speak a word of English. He quickly learned the language and began drama classes in high school to help assimilate him into American culture. He performed in numerous plays, including "A Midsummer Night's Dream," "Rumors," "And Never Been Kissed" and "The Impossible Years," while making his professional debut in a Spanish Pacific Bell commercial.

At his drama teacher's suggestion, Wilmer got an agent and was immediately cast in a CBS miniseries "Four Corners" as well as the Disney Channel's "Omba Makamba." As a junior in high school, he was cast in the pilot that became "That 70's Show."

"Wilmer represents a continued pattern of growth for Creative Brands Group as we continue to implement our expertise in the development of brands for licensing and other businesses," says Ken Raasch, CEO of Creative Brands Group. "Wilmer is an inspirational and talented person. He represents the American Dream."

Creative Brands Group, Inc. is a brand development and licensing management company located in San Jose, CA, with branch offices in Santa Barbara, Atlanta, New York, Miami and High Point. Clients include Wilmer Valderrama, Roma Downey, Cristina Ferrare, Debbie Brooks, Bethany Hamilton, Dr. Denese and LIFE Magazine, as well as artists Thomas Kinkade, Wyland, Michael Weems, Chayan Khoi, Rachael Hale and Thomas Arvid.

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