



PRESSRELEASE

Belief Inks Licensing Agreement with Life Magazine for Japan

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Belief has entered into a master licensing agreement with LIFE, America's Weekend Magazine, to represent the brand in Japan. They have already signed six new licensees in the areas of apparel, hosiery/innies, lighters and posters/postcards. The products will be available later this year.

Belief has over 15 years experience in licensing in Japan with creative business strategies and solid performance. Belief represents several domestic and international brands.

LIFE recently relaunched as America's first weekend magazine, reaching 25 million readers each Friday in the nation's leading newspapers.

"LIFE is all about helping families make the most of their weekends – from reconnecting with friends, to unplugging from work and pursuing their favorite pastimes," said LIFE President Andrew Blau. "We are excited to add Belief along with Creative Brands Group as our strategic licensing partner in Japan and see this as a strategic move to continue to build our licensing program worldwide."

LIFE Magazine is the perfect fit for weekend-bound Americans, helping millions transition from work to life every Friday. LIFE inspires us to make the most of the weekend — the two days when we embrace life by reconnecting with family and friends, and by taking the time to do the things we love to do. Through vibrant writing, heartwarming stories and breathtaking photography, LIFE offers an intimate look at the personalities, places and images that shape our culture. LIFE arrives every weekend in more than 75 newspapers nationwide. The LIFE website can be accessed at www.life.com.

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