



PRESS RELEASE

The Thomas Kinkade Company Renews Relationship with Licensing Agent Creative Brands Group, Inc.

MORGAN HILL, CA: (October 10, 2006)

The Thomas Kinkade Company has renewed its relationship with licensing partner Creative Brands Group, Inc. (CBG) to manage the Company's 70 licensees and expand the Thomas Kinkade brand into new categories, such as home décor, home furnishings, garden décor, and beyond. Since 2001, CBG has been the licensing agent for the Thomas Kinkade Company, overseeing over 50 licensees, including Hallmark, Bradford Exchange, Teleflora, MeadWestvaco, and Ceaco.

Ken Raasch, Creative Brands Group, Inc. CEO & Chairman, is excited about continuing the partnership between CBG and Thomas Kinkade: "Because of our history in the development of the Thomas Kinkade brand, we believe that our opportunities with the brand are growing. There is a depth of understanding and belief within my team that will enable CBG to find the best possible opportunities and partners for the Thomas Kinkade brand. We understand how culturally important the Thomas Kinkade brand is and look forward to expanding our partnership with the company."

Raasch has an in-depth knowledge of the Thomas Kinkade brand. In 1989, he and Thomas Kinkade co-founded what is known today as the Thomas Kinkade Company. Due to the extensive background CBG has with Thomas Kinkade and the brand, the company is uniquely poised to further the Thomas Kinkade message and build brand equity.

"The Thomas Kinkade brand inspires people to create places of peace and tranquility within their homes and it celebrates values like the importance of home, family, and tradition. CBG is well-versed in the Thomas Kinkade message and lifestyle due to their many years of experience with Thomas Kinkade and their knowledge of the licensing industry," stated Dan Byrne, President and CEO of the Thomas Kinkade Company. "With the renewal of our relationship with CBG, we are emphasizing our commitment to our licensees and to the development and growth of the Thomas Kinkade brand."

The Thomas Kinkade Company was recently nominated for the 2006 International Licensing Industry Merchandisers' Association (LIMA) Excellence Awards. The Thomas Kinkade Company was nominated for Overall Best License of the Year and Best Art Brand License of the Year.

As one of the first licensed art brands, the Thomas Kinkade brand has become a multi-dimensional lifestyle brand, ranging from an image-based equity to a style-based brand. Over 70 licensees now share the message and success of Thomas Kinkade and sales of licensed products have averaged \$500 million annually at retail in over 3,000 locations. The brand advances a message of family, peace, home and tradition. Thomas Kinkade licensed products serve as a reminder of these values and inspires people to focus on the real, the authentic, and the meaningful.

About The Thomas Kinkade Company

The Thomas Kinkade Company publishes the artwork of Thomas Kinkade and distributes his art and related collectibles through independently owned galleries worldwide, an extensive network of branded and licensed dealers; and strategic marketing relationships with more than 70 licensees. The company's primary products are canvas and paper reproductions that feature Mr. Kinkade's unique artistic use of light and his peaceful and inspiring themes. Mr. Kinkade, known as the "Painter of Light™," is the most successful and most collected living artist in U.S. history. For more information, please visit the company's web site at www.thomaskinkade.com.

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