



PRESSRELEASE

LIFE Signs Deal with SaraMax and Coastal Concepts

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SaraMax, one of the country's most recognized labels with a stable of iconic licensed brands sharing its success, has entered into a licensing deal with LIFE, America's Weekend Magazine, to produce home décor items. Products will include bedding, bath and kitchen accessories. The launch is scheduled for Fall 2006 and the highly anticipated new products will be available at mass and mid-tier department stores.

"We are excited to bring the Life brand back to life through our innovative design and hometex product lines," says Leon Azar, President of Saramax.

LIFE has also entered into a licensing agreement with Coastal Concepts, a leading manufacturer in fashion tops and t-shirts. Coastal Concepts will be producing T-shirts for men, women and young adults, utilizing famous LIFE photography. The apparel will be available in specialty and mid-tier retailers.

"Vintage graphics and fabrications are the driving force in sales of printed sportswear," says President Paul McBride. "The library of images available from the LIFE brand gives us a broad range of choices in capturing any time period or event in the last century. Our current release of war and protest prints from the 60's and 70's is especially relevant in today's unsettled world."

"We are proud to have SaraMAX and Coastal Concepts as our strategic partners and we look forward to building these categories as well as fashion accessories and stationery products in the coming months at retail," says Ken Raasch, CEO of Creative Brands Group.

LIFE is the nation's weekend magazine, drawing on its rich heritage and infused with a thoroughly modern sensibility. LIFE features the country's finest photographers and writers telling the most compelling stories of our times. With great pictures, great stories and great ideas for the weekend, LIFE helps readers get the most out of the two best days of the week. LIFE arrives Friday in more than 70 newspapers nationwide with a total circulation of 12 million, reaching 26 million readers nationwide. The LIFE website can be accessed at www.life.com.

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