



PRESSRELEASE

CALAVENA LAUNCHED AT PROJECT, LAS VEGAS SAN JOSE, CA – February 13, 2007

Actor Wilmer Valderrama's new apparel line makes its debut at Project Las Vegas, featuring a lineup of denim and casual sportswear.

The initial Fall/Winter collection features interesting pieces, like the ultra-soft V-neck T-shirts printed with the Lord's Prayer in Spanish (\$60 to \$75 retail), polo shirts with long, skinny plackets (\$90), and cozy cardigans made from combed, ring-spun cotton. Italian stretch denim (mid \$200's) features resin baking, satin pocket bags, and a unique back patch with a layered metal Spanish cross, star of David and skull logos.

According to the line's designer, Joshua Horkey, Valderrama is set to celebrate the Calavena launch with a Miami blowout at the end of this month.

ABOUT CALAVENA

Calavena brings art, texture and inspiration of its culture to the trend-setting world of high fashion. By fusing these different elements together, its designers have created a line of cutting edge, young men's clothing that celebrates the cultural uniqueness of today's modern global nomad.

With the energy of the modern metropolitan tapestry serving as its muse, Calavena's high-concept designs are constructed of high-end, quality fabrics, treatments, and materials.

ABOUT CREATIVE BRANDS GROUP

Creative Brands Group, Inc. is a brand development and licensing agency that develops brands and product programs with a focus on licensing, branded retail, direct response television and home shopping. CBG is headquartered in San Jose, CA with satellite offices in Atlanta, New York, Santa Barbara and Tokyo.

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