



PRESS RELEASE

KITSON LA SIGNS LICENSING DEAL WITH HOMESTEAD

San Jose, CA – July 2007

Kitson LA has entered into an agreement with Homestead, a premier designer and manufacturer in home fashions, for a complete line of bedding, decorative accessories, bath linens, table linens and window coverings.

The Kitson LA home collection features sensational and sensuous styles with decorative sequins, playful patterns and vibrant colors and will be available in Spring 2008.

ABOUT HOMESTEAD

Homestead is the premier designer and manufacturer of the most powerful and prestigious design brands in home fashions today. The company creates a wide range of home products for both major designers and private label brands.

ABOUT KITSON LA

Kitson was established just five years ago on hip Robertson Boulevard in Los Angeles and has quickly become the favorite stop for many celebrities and the who's who in Hollywood. The boutique's merchandise is seen in leading fashion and lifestyle publications and is cited by many of these same magazines as the shopping destination for the latest trends. Kitson's team of buyers creates and hunts for the hottest and newest trends as they shop the world. Kitson's products are also available through its e-commerce site www.shopkitson.com.

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.

For more information, please contact:

Creative Brands Group, Inc.

Lisa Nixon, Vice-President

Ph.: 408-907-9943

Fax: 408-907-9950

lnixon@creativebrandsgroup.com