



PRESS RELEASE

Homestead Announces Launch of Kitson LA Bedding at Bed Bath and Beyond

San Jose, Ca – January 2008

Homestead and Creative Brands Group are pleased to announce the release of the Kitson LA Bedding Collection to be distributed through Bed Bath and Beyond.

The initial bedding collections, Sunset and Mulholland, feature sensational and sensuous styles with decorative sequins, playful patterns and vibrant colors. The 300 thread count bed sets are made of 100% cotton sateen. The collections include duvets, shams, sheets, coverlets, euro and decorative pillows which are available in different color waves that can be mixed and matched. All pieces can be purchased separately in different sizes with prices ranging from \$39.99 for the pillows to \$169.99 for the King duvets.

The launch collection arrives at the first Bed Bath and Beyond Store in West Los Angeles late January and is expected to expand to other stores shortly thereafter.

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.

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