



PRESS RELEASE

Loyal Army Clothing signs with Creative Brands Group as Licensing Representative

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Creative Brands Group is pleased to announce that they will be representing Loyal Army Clothing for product licensing and brand development. Known for quirky, colorful and conversational graphics, the apparel collections produced by Loyal Army each season have become highly anticipated and collected by a large and loyal fan base worldwide.

Loyal Army Clothing was established in late 2005 by designer Brian Dold who wanted to create a new kind of t-shirt company for the Tween fashion market in the US. Together with a short list of creative and driven teammates, the goal was to create a t-shirt that sparks conversation and leaves its mark on the Tween fashion market. With a San Francisco based production facility in place, a well thought out marketing plan and hundreds of ideas for graphics, Loyal Army was launched and has since expanded with development into the Infant, Toddler and Girls 7-16 apparel categories, designing and producing t-shirts, hoodies, fashion knit bodies and an assortment of canvas accessories. The brand has firmly established its presence as the "go-to" brand for girls of any age with exposure in over 4500 retail outlets worldwide.



” We are thrilled with the chance to work with CBG to expand the world of Loyal Army and continue our goal of sharing fun, friendly and cute fashion and accessories for girls of every age!!!”, says Brian Dold.

CBG’s focus will be to build out the current line in department and specialty stores, adding new categories including infants and toddlers, boys and men, footwear, accessories, bed and bath, stationery, while further expanding the brand internationally.

Creative Brands Group, Inc. is a brand development and licensing management company located in San Jose, CA, with branch offices in Santa Barbara, Atlanta and Tokyo. CBG works with a wide range of celebrities, artists, designers and corporations to quantify, develop, manage and maximize their brands, managing an extensive portfolio of active contracts with manufacturers, distributors and retailers around the world. Clients include: Heidi Klum, Kitson LA, Wilmer Valderrama, Thalia, Myrka Dellanos, Rachael Hale “The world’s most lovable animals”, LIFE Magazine, 2 B Free and Glamajama clothing and the well known painter Thomas Kinkade.

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