



PRESS RELEASE

LOYAL ARMY SIGNS LICENSING DEAL WITH MAD DOG CONCEPTS

San Jose - February, 2009

Mad Dog Concepts, Inc., one of the industry leaders in children's sleepwear and family hosiery, has entered into a licensing agreement with Loyal Army Clothing, to license, manufacture, market and distribute Junior Flip Flops, Hosiery and Sleepwear to high-end department stores and specialty retailers.

The collection is based on a variety of Loyal Army designs and will launch in April 2009.

About Loyal Army

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. For more information, visit www.loyalarmy.com.

About Mad Dog Concepts, Inc.

Mad Dog Concepts, Inc was established in 2001 by President, owner and founder Hank Berger and is considered one of the industry leaders in Children's sleepwear, sizes 4-20 and Family Hosiery.

Over the past few years Mad Dog's business and customer base has grown considerably through key license and private label programs that are currently selling to most of the key Mid-tier and Mass Market retailers as well as the top specialty stores. Key customers include US top retailers such as Walmart, Target, Kohl's, JC Penney, Kmart and Sears.

The company's product strength lies in both private label and licensed products.

About Creative Brands Group

Creative Brands Group, Inc. is a brand development and licensing management company located in San Jose, CA, with branch offices in Santa Barbara, Los Angeles 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, Rachael Hale "The world's most lovable animals", LIFE Magazine, Mark Nason, 2 B Free and Glamajama clothing and the well known painter Thomas Kinkade.

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