



PRESS RELEASE

FOR IMMEDIATE RELEASE

Creative Brands Group announces Nicole Richie Deal

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Creative Brands Group, Inc. (CBG) has completed a multi-product licensing agreement between Nicole Richie and an undisclosed North American manufacturer of apparel, shoes and accessories.

The collection, currently bearing the name House of Harlow 1960, will launch in Spring 2010 at high-end specialty and department stores.

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, Myrka Dellanos, Rachael Hale "The world's most lovable animals", LIFE Magazine, Mark Nason, Jeremyville, Walden Surfboards, 2 B Free, Glamajama clothing and the well known painter Thomas Kinkade.

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