



PRESS RELEASE

Creative Brands Group to Represent Lunartics **San Jose, CA – April 2010**

Creative Brands Group, Inc. (CBG) is pleased to announce they will be representing Lunartics for product licensing and brand development. Lunartics are 147 unique collectible characters living in a fantastical inner world deep inside the Earth's moon, and are becoming must-have collectibles for boys 7-12 years old.

Created by Danny Flynn – one of the world's leading science fiction artists – and Simon Harris, Lunartics are the universe's most quirky and colorful oddballs living in an exotic world of seven moon-zone environments; full of imaginary flora and fauna, wonderful games and amazing spaceships, guns 'n gadgets. Flynn and Harris have created a world where children have the opportunity to explore a unique ecosystem where anything is possible. Lunartics are the Moon's best kept secret!

Recent investments in the Lunartics brand have resulted in the development of new licensed product collections through Keyscaper and FunkyPigeon.com. Simon Harris, the managing director of Lunartics is delighted to be working with CBG. "Last year in Las Vegas – our first year of exhibiting at the Licensing International Exhibition – has shown that the potential for Lunartics in the North American Market is monstrous. The appointment of CBG in this highly important territory for us is a great leap forward for the Lunartics brand. CBG's background, approach to licensing, portfolio, understanding and most importantly, great enthusiasm for Lunartics is something that we are very comfortable with."

Danny Flynn, who spent many years diligently creating the characters and moonscapes said "Every child, every dog, cat and no doubt even chickens know the moon. After two decades illustrating the covers of Science Fiction and Fantasy novels, I thought it would be fun to bring our moon to life. I created both a huge range of original alien creatures, and a unique magical world where they could all live and explore. It is now truly exciting to see the Lunartics, with the help of CBG, introducing themselves to planet earth."

Sir Arthur C Clarke, author of *2001- A Space Odyssey*, and the world's most well known Science fiction writer was a big fan of Lunartics during its development, and kindly quoted...

"The multitude of Lunartics have all emerged from Danny's vivid imagination... some so adorable that you feel like inviting them for tea, but you may not wish to meet others on a dark night."

Sir Arthur C Clarke, Colombo, Sri Lanka, 12 March 2008

Lunartics will once again be at the Licensing International Exhibition 2010 and will be working closely with CBG to discuss a number of ongoing licensing, media and publishing deals to lay the foundation for a long term licensing program. Simon Harris stated that, "The Lunartics brand is without doubt one of global appeal and potential, and the US market is core to its international development. We are all looking forward to this year's show because deals are done here and, working with CBG, we feel we have the perfect partner to make those deals happen."

Tara Sinclair, Director of Licensing for Creative Brands Group states that "We are thrilled to be a part of the Lunartics team. It's something new and fresh for our territory and we look forward to aiding in the growth of the brand. This unique and refreshing brand will ignite a child's imagination as we develop Lunartics in North America."

Creative Brands Group, Inc. is a brand development and licensing management company located in San Jose, CA, with branch offices in Santa Barbara, London and Tokyo. CBG works with a wide range of celebrities, artists, designers and corporations to quantify, develop, manage and maximize their brands. Creative Brands Group manages an extensive portfolio of active contracts with manufacturers, distributors, and retailers around the world. Clients include: Beverly Hills High School, Charuca, Extra Frosting, Fuzzy Nation, Glamajama, Kid Dangerous, Kingsley, Kitson, LIFE, Loyal Army, Mark Nason and Mini Shatsu.

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