



PRESS RELEASE

Creative Brands Group to Represent Fuzzy Nation

San Jose, CA – March 2010

Creative Brands Group, Inc. (CBG) is pleased to announce they will be representing Fuzzy Nation for product licensing and brand development. Fuzzy Nation mixes classic fabrics, celebrity-style design, and high quality workmanship to create all things “kewl” for dog lovers of all ages.

Fuzzy Nation was founded in 2005 by Jennifer Lui. Their purses, handbags and accessories are available in specialty boutiques and retail locations throughout the United States and Canada including Macy’s, Amazon.com, Kitson Kids, Barney’s New York and at their company website, www.fuzzynation.com. “Fuzzy Nation consistently captures the delightful dog expression in its designs that, as mysterious as it is, brings out the best in all of us”, said Jennifer Lui, founder and head of design direction for Fuzzy Nation. “We are happy to have found an agent whose enthusiasm for Fuzzy Nation is equal to our own.”

“At Creative Brands Group, we have had a lot of success with pet brands and Fuzzy Nation stands out in this category”, states Tara Sinclair, Director of Licensing for Creative Brands Group. “We believe Fuzzy Nation is a great fit with Creative Brands Group as we look to develop their brand and expand on their success.”

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, Glamajama, Kid Dangerous, Kingsley, Kitson, LIFE, Loyal Army, Lunartics, Mark Nason and Mini Shatsu.

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