



# PRESS RELEASE

## ***Creative Brands Group to Represent Kid Dangerous***

**San Jose, CA – March 2010**

Creative Brands Group, Inc. (CBG) is pleased to announce they will be representing Kid Dangerous Grime Couture for product licensing and brand development. Kid Dangerous specializes in premium men's and women's graphic tops. Their philosophy is simple: put the garment first by providing high quality products with stark, in your face graphics. Their style is individualistic yet commercial and their shirts are equally cool to fashionistas and the working-class alike.

Kid Dangerous was founded in 2007 by Steve Nanino and Danny Agnew. The line is available in over 175 boutiques and departments stores worldwide including: Bloomingdales, Nordstrom, Kitson, Metropark, and Fred Segal. Kid Dangerous has been featured in numerous publications in the United States and abroad including US Weekly, Details Magazine, Nylon for Guys and Maxim as well as on several television programs including Access Hollywood, The Hills and the MTV Video Music Awards. Kid Dangerous also boasts a growing list of celebrity clientele with Jamie Foxx, Britney Spears, Tim McGraw, Zac Efron, Kellan Lutz, Robert Downey Jr., Brody Jenner, Joel McHale and Adrien Grenier all seen wearing the brand.

"We've had a lot of success with men's and women's premium t-shirts, tanks and hoodies," stated Kid Dangerous President Steve Nanino. "When it came time for expansion into other product lines, we felt like pursuing the licensing route made a lot of sense. Children's clothing, accessories, shoes, etc. are all different industries with different buyers, manufacturing sources and timelines. By teaming up with Creative Brands Group, Kid Dangerous benefits from their guidance, industry contacts and a proven process of navigating through the licensing process."

"The humor and creative design combine to give each shirt their own story," states Tara Sinclair, Director of Licensing for Creative Brands Group. "The celebrities love this brand and continue to be photographed wearing Kid Dangerous at numerous events. We have already signed our first licensee and continue to work towards expanding Kid Dangerous' distribution while developing a sub brand for mid and mass markets."

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

For information, please contact:

Creative Brands Group, Inc.

Lisa Nixon

Vice President

Phone: 408.907.9943

Fax: 408.907.9950

[lnixon@creativebrandsgroup.com](mailto:lnixon@creativebrandsgroup.com)