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***JUST BORN NAMES LISA MARKS & ASSOCIATES  
GLOBAL LICENSING AGENCY***

March 10, 2004, Bethlehem, PA – Just Born, Inc., the venerable candy maker of MARSHMALLOW PEEPS®, MIKE AND IKE®, and HOT TAMALES®, is pleased to announce the appointment of LISA MARKS & ASSOCIATES, INC. (LMA) as the exclusive Licensing Agency to represent the company’s brands.

Matthew Pye, Marketing Director at Just Born commented, “We continuously get consumer requests for branded licensed merchandise, especially pertaining to Peeps. A smart and strategic Licensing program will address this demand and help build our brands by creating additional meaningful consumer experiences in categories other than candy. We are excited to have Lisa Marks & Associates on board to help accomplish this.”

While the MARSHMALLOW PEEPS® brand will be LMA’s initial focus, the agency will also spearhead licensing and marketing programs for all of Just Born’s brands which include MIKE AND IKE®, HOT TAMALES®, ZOURS®, PEANUT CHEWS® and TEENEE BEANEE®. LMA, Inc. plans to develop and build Just Born’s brands through long-term licensing and marketing programs across all product categories. Lisa Marks, President of LMA, Inc. commented, “We are thrilled to be working with Just Born. This is a terrific opportunity to extend their family of quality, classic brands and to build on the heritage and playful personality of everyone’s favorite candy brands.”

**LMA, Inc.** is a full service Licensing and Marketing Agency that consists of a coalition of experts and industry leaders in the fields of Licensing and Merchandising, Creative Development and Design, Product Development, Retail Business Development and Multimedia Brand Extensions. Based in New York, LMA, INC. also serves as the exclusive licensing agency for The Campbell Soup Company, Pepperidge Farm, Inc. and Rubber Duckie Productions, LLC. Some of the other clients that the agency represents are Vital Statistics, LLC, and Festival Attractions, Inc. Lisa Marks, President of LMA, INC. brings over 20 years of innovative and breakthrough Licensing expertise with some of the world’s leading entertainment companies and brands in the industry, including Disney, Nickelodeon, Home Box Office and The Penguin Group.

**Just Born, Inc.** is a privately-owned company founded in 1923 and located in Bethlehem, PA. The company employs over 520 people and markets its candy in over 35 countries. For more information, please visit [www.justborn.com](http://www.justborn.com) or [www.marshmallowpeeps.com](http://www.marshmallowpeeps.com).