

For Immediate Release

Lisa Marks & Associates is appointed  
North American Licensing & Merchandising Agent for  
New National Mascot for Good Sportsmanship, Packy PlayFair from  
ALWAYS PLAY FAIR™, LLC

NEW YORK, NY. June 15, 2005. It was announced today that Lisa Marks and Associates, Inc. (LMA) will represent PACKY PLAYFAIR™, the national mascot for Good Sportsmanship. LMA will be the exclusive representative for licensing and merchandising PACKY PLAYFAIR in North America to develop an innovative licensing, merchandising and promotional program that underscores Always Play Fair's mission of good sportsmanship, fair play and good behavior.

Packy™, the national "spokes-character" for good sportsmanship, has been applauded by the President's Challenge a program of the President's Council on Physical Fitness and Sports, the U.S. Olympic Committee's Community-Based Organizations, The Citizenship Through Sports Alliance, the National Association for Sports and Physical Education, Youth Sports USA and many other leading sports and educational organizations. Packy has also been recognized in leading electronic and print media outlets across the country, including: USA Today, ESPN Magazine, CBS The Early Show and many others.

"Packy fills an important void by creating a positive "spokes-character" who stands up for sportsmanship and fair play. Packy, a fun, cool character, can reach out and communicate to kids in their own language. In doing so, we can help young people learn to understand how to behave, how to correct their own acts of poor sportsmanship, and how to recognize when others are not doing the right thing," said Wally Halas, founder and managing director of Always Play Fair, LLC. "Packy is poised to go on and do big things! We are very excited to be working with LMA to expand this property and develop a great consumer products program for Packy and his friends."

Lisa Marks, President of LMA, Inc. added: "We are thrilled to be working with Wally, Patrice and the Always Play Fair team. Packy PlayFair, the national mascot for Good Sportsmanship, is a unique and dynamic character, and now through an innovative Licensing program, Packy's wonderful message will be extended to kids and families through a variety of appropriate products. This program will provide licensees with a rare opportunity to both do well with their products while "doing good" with consumers! We will tap into LMA's expertise in developing and building entertainment properties and brands for long-term success and feel that we have all the makings for major licensing and promotional initiatives."

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 agency for The Campbell Soup Company, Pepperidge Farm, Inc., Just Born, Inc. (Peeps, Hot Tamales, Mike and Ike and Peanut Chews), Fat Albert and the Cosby Kids, Vital Statistics, LLC, Working Mother Media and Rubber Duckie Productions, LLC. 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. For more information, please visit [www.LMA-Inc.com](http://www.LMA-Inc.com).

- Always Play Fair, LLC is dedicated to expanding the message of sportsmanship and fair play through the development of fun games and lessons taught by its mascot, Packy PlayFair. Wally Halas is founder and managing director. Halas, who spent more than thirty years in college coaching and athletic administration, including serving as Commissioner of the Scholar-Athlete Games, comes from a noted coaching family. His father was a scout for the Chicago Bears for 25 years, his grandfather was Knute Rockne's backfield coach for Notre Dame and his great uncle was the famed founder, coach, president and owner of the Chicago Bears, George "Papa Bear" Halas.
- In addition to the above, Packy is involved in:
  - Collegiate Sportsmanship Mascot Project – Packy PlayFair mascot will make appearances at college campuses around the country kicking off Fall '05
  - Appearances at minor league games, camps and schools
  - Programming designed to reach 75,000 elementary schools across the country
  - A :30 second animation with a developed back story and friends