

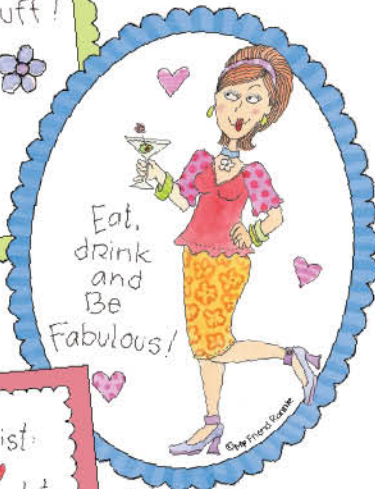


Brand Overview



The **My Friend Ronnie**® collection brings to life the humorous comments and illustrations of artist and writer Ronnie Walter. Designed for the real women of today's busy world, Ronnie boldly states the obvious about the ridiculous, the nutty and the everyday - and lets you in on the joke!

Our mission is to create a program that will build steadily in the marketplace while becoming the "go-to" brand for contemporary women's humor. **My Friend Ronnie**® will continue to expand its reputation as a positive and playful connection between women by developing dynamic product licensing programs and thoughtful media exposure.



Brand Attributes



- Good natured humor
- Hand drawn artwork
- Original writing
- Warm sentiments
- Smart sayings
- Charming, but with attitude!

A Little About Ronnie

Ronnie Walter has known since she was a little girl in Ohio what she wanted to do with her life - draw pictures (and of course make smart-alec comments...). Ronnie has experience in the advertising and printing industries, and has held staff artist and art director positions in the gift and stationery business. Of course she was ill-suited for all of those jobs (as her former co-workers can confirm...) but she did accumulate valuable expertise for her true career - becoming a professional cartoonist and smart alec! Ronnie has been freelancing as an illustrator for the past 16 years and has been cracking herself up for much longer than that.

Target Categories for Licensing

- Publishing
- Party Goods
- Food & Beverage
- Stationery
- Greeting cards
- Tabletop
- Holiday
- Jewelry & Accessories
- Apparel

LISA MARKS
ASSOCIATES, INC.
A Licensing and Marketing Agency

Lisa Marks Associates, Inc.
181 Westchester Ave., Suite 304-H
Port Chester, NY 10573
914-933-3900
www.LMA-Inc.com

Gift Books

Cooking? I knew
Someone who
did that once!

A guide
to healthy
(sort of)
meals that
everyone (mostly)
will like!

My Friend
Ronnie™

So True!

by Ronnie Walter



Could Somebody
else be the
Mom today?

Thoughts on kids,
motherhood and
surprises
along the way.

My Friend
Ronnie™

So True!

ie Walter



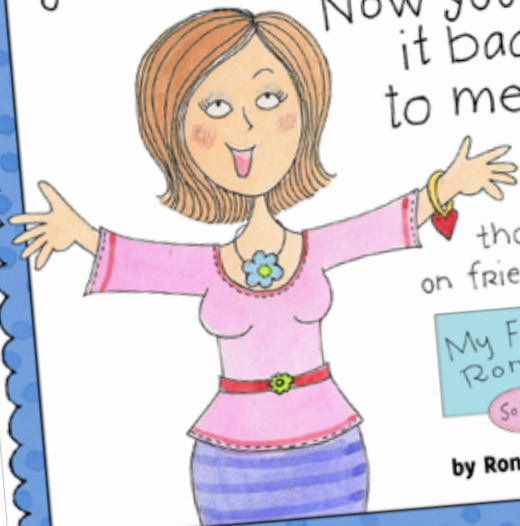
You Look Fantastic!
Now You Say
it back
to me!

A few
thoughts
on friendship.

My Friend
Ronnie™

So True!

by Ronnie Walter



We may never be
skinny, but
we'll always
be shallow!

Lessons on diet,
weight and all
that stuff.

My Friend
Ronnie™

So True!

by Ronnie Walter



My Friend
Ronnie®

So True!

Gift Books

Sisters—just like friends,
only a little more complicated!



Thoughts on sharing clothes, shoes and parents!

My Friend Ronnie™

So True!

by Ronnie Walter

Candy Canes make excellent Swizzle Sticks!



Holiday reflections on decorating, shopping and all that family togetherness.

My Friend Ronnie™

So True!

Ronnie Walter

Guess What?
I changed my mind about growing up!



Lessons on aging gracefully, celebrating life's gifts and that whole wisdom thing.

My Friend Ronnie™

So True!

by Ronnie Walter

Life's just better in a New Outfit!



Discovering the power of fashion, the joy of shopping and how to avoid dressing Room mirrors.

My Friend Ronnie™

So True!

by Ronnie Walter

My Friend Ronnie®

So True!