

For Immediate Release

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**Manhattan Toy Announces the appointment of Lisa Marks & Associates
as Licensing Agency for its Award-Winning Groovy Girls® Brand**

NEW YORK April 30, 2008 — Lisa Marks & Associates, Inc. (LMA) continues to expand its licensing portfolio as it develops a lifestyle brand program for the Toy industry and fan favorite GROOVY GIRLS® brand. LMA will extend this hugely successful girls' play brand into a number of categories, including apparel and accessories, cosmetics, bedding and room décor, publishing, stationery and party goods, packaged goods and more. Additionally, plans are underway to adapt Groovy Girls into a multi-platform entertainment franchise

Since its debut in 1998, Groovy Girls has sold over \$150 million in retail sales, becoming one of the most popular and best-selling evergreen specialty brands of the last decade. , Each Groovy Girls doll has a unique, one of a kind look – just like girls in real life. The wholesome brand encourages developing a girl's sense of self-identity and individualism while celebrating diversity and friendship.

“By consistently offering wholesome, age-appropriate play products that resonate with the aspirational and fashion sense of girls everywhere, Groovy Girls enjoys a trust-based relationship with girls and parents alike.” said Hugh Kennedy, VP Business Development for Manhattan Toy. “As such, we think it's time to provide our customers with additional

opportunities for them to interact with and enjoy the Groovy Girls brand. And, because of their licensing experience with extending quality children's brands, we know Lisa Marks & Associates is the ideal partner to help us do just that." "We have always been fans of GROOVY GIRLS® and the special connection they have established with girls", says Lisa Marks, "and believe that market conditions are very favorable to extend all of the positive equities associated with this great brand."

The many lines of GROOVY GIRLS® soft dolls, poseables, accessories, outfits and gear inspire the brand's loyal fans to develop their own sense of style and fosters individuality and creativity. The world of GROOVY GIRLS® continues to grow each year as new collections of unique dolls, fashions, accessories and pets are introduced. Licensing and Marketing programs will reinforce the "whole girl" lifestyle attributes of the brand – fashion, friendship and self-expression. Additionally, Manhattan Toy has plans to further capitalize on the strong web activities featured on www.groovygirls.com that will provide girls with an enhanced experience to tap into their own creativity and connect with their peers globally.

GROOVY GIRLS ® has been honored repeatedly within the industry over the last ten years, accumulating multiple awards including being honored for a second time in 2008 by the Toy Industry Association's "Girl Toy of The Year" award as well as previously receiving the "Specialty Toy of the Year" award, Oppenheim Toy Portfolio Platinum Seal Awards, ASTRA Good Toy Awards, the Parent's Choice Award and Family Fun Toy of the Year.

About Manhattan Toy

Manhattan Toy introduced Groovy Girls in 1998 as part of its overall collection of distinctive toys that feature innovative designs to inspire imaginative play. Groovy Girls, the brand that celebrates friendship, diversity and encourages girls to develop their own sense of personal style and self-identity, distributes its products through more than 10,000 retailers worldwide. For more information on the entire collection of Groovy Girls and other products from Manhattan Toy, visit www.groovygirls.com and www.manhattantoy.com.

About LMA, Inc.

LMA is a creative, full-service Licensing and Marketing Agency, focusing on strategic brand building and long-term revenue generation. LMA is unique in bringing clients innovative licensing expertise from the world's leading entertainment companies to develop powerful, cohesive, turnkey licensing programs. Based in New York, LMA 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. Lisa Marks, President of LMA, Inc., brings over twenty years of innovative and breakthrough licensing expertise with some of the world's leading entertainment companies and brands in the industry, including Disney, Nickelodeon and The Penguin Group. Her partner, Mickey Marks, Managing Director of LMA, spent over twenty years in advertising and media agency management and is well known for developing creative solutions to brand marketing challenges. Most recently serving as President and CEO of Creative Media, an Omnicom company, Mickey is dedicated to integrating Licensing efforts into the broader context of brand communications. For more information, please visit www.LMA-Inc.com.

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