

For Immediate Release

**SKELANIMALS
DEAD ANIMALS NEED LOVE TOO!**

**Trailblazing New Fashion and Lifestyle Brand
to be Featured in Innovative Lifestyle Retail Boutique at MAGIC**

Calabasas, CA (January 22, 2007) – Leading brand development and licensing agency Art Impressions has planned an innovative ‘lifestyle boutique’ display of its recently launched *Skelanimals* collection at the MAGIC show in Las Vegas, Nevada, taking place February 13-16, 2007 at the Las Vegas Convention Center and Las Vegas Hilton.

The 60 x 20 foot *Skelanimals* exhibit – evocative of the brand’s unique blend of cuteness and ‘edge’ – will be dramatically featured in the Active and Licensing section of the Convention Center at booth #AL7229 and will include a buyer’s lounge, press lounge and “retail boutique.”

The boutique will showcase a vast array of *Skelanimals* merchandise including tees, tanks, loungewear, shoes, slippers, hats, hair accessories, bags, purses, wallets, ID cases, scarves, socks, jewelry, cosmetics, keychains, buttons, patches, magnets, stickers, plush, backpacks, PVC collectibles, throws, skateboards and more.

Skelanimals is quickly marking its territory as one of 2007’s hottest new junior lifestyle brands. The characters of *Skelanimals* are both loveable and dark, and the clever backstories that give them life and personality resonate with consumers. These qualities have helped the brand burst through national borders and tidy psychographic classifications, capturing the fancy of consumers all over the world from Goths and horror fans to skate and surfer girls, fashion-savvy teens, toy collectors, and young people who just find the animals adorable.

“One of the key reasons *Skelanimals* is so successful is that many people can embrace it regardless of individual personalities or cultural ties. It taps into the counterculture market as well as the surf/skate community and everything in between,” says Cindy Bailey, CEO of Art Impressions.

Art Impressions is working closely with a network of international partners to export its *Skelanimals* business model to countries around the world including the U.K, Ireland, Germany, Spain, Italy, Greece, Mexico, Central America, Portugal, Australia, New Zealand, Japan, and soon Hong Kong, China, South Korea, the Philippines, France, Russia, Israel, South Africa and the Middle East.

Skelanimals swimwear, sleepwear, intimates, children’s apparel and accessories, room décor, giftware, back-to-school products, stationery, publishing, multimedia content, surf, snow, skateboards and a range of specialty gifts and novelties are planned for release in 2007 and 2008.

Art Impressions is a leading brand development and licensing agency known for its ability to develop successful and broad-based lifestyle programs for artists, designers and celebrities. Art Impressions is headquartered in Calabasas, California and can be reached at 818-591-0105 or online at www.artimpressionsinc.com.

###