

FOR IMMEDIATE RELEASE

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**UNITED MEDIA EXTENDS ITS LICENSING RELATIONSHIP WITH
HALLMARK BY ADDING THE POPULAR FRANCHISE RAINBOW BRITE TO
ITS PORTFOLIO**

**Playmates Toys is Appointed Master Toy Licensee, Bringing a Colorful and
Inspiring New Collection In Time for the 25th Anniversary of the Brand**

New York (October 6, 2008) -- United Media, a leading licensing and syndication company, today announced an agreement with Hallmark Cards, Inc., wherein United Media will serve as the exclusive merchandise licensing agent for Rainbow Brite. Introduced by Hallmark Cards as an animated television series in 1984, the Rainbow Brite franchise generated \$1 billion in retail sales of dolls, toys and other licensed products. Empowering a new generation of girls to spread hope and happiness, a new innovative program launch is underway featuring Rainbow and her best friends Tickled Pink and Moonglow. Rainbow Brite marks the third addition to the United Media and Hallmark licensing relationship, which also includes the popular hoops&yoyo and Maxine brands.

In support of the launch, Playmates Toys has been tapped as the new master toy licensee for Rainbow Brite. Playmates will unveil a complete line of new fashion dolls, plush and role-play toys to retailers in time for holiday 2009, honoring the nostalgic look, indomitable spirit and energy that Rainbow Brite embodies with a trendy tween redesign that girls will adore. Playmates Toys and Hallmark will support the Rainbow Brite product launch with character content online and in-pack and through the "Share A Rainbow" challenge, an inspiring socially-conscious program that taps kids' desire to "help" and encourages girls to channel their energies into creating a better world.

Rainbow Brite's refreshed design shows girls a role model who is socially-aware, inspirational and innovative. In her collection as well as her digital space, Rainbow Brite will help girls develop an inner strength, while focusing on the importance of being confident and caring about the world.

For further information on Rainbow Brite's licensing program, please contact: Pamela Dixon at United Media, pdixon@unitedmedia.com.

About Hallmark Cards, Inc.

Kansas City-based Hallmark has been helping people communicate, celebrate and connect for nearly 100 years. Hallmark greeting cards and other products

can be found in more than 43,000 places in the U.S. alone, with the network of Hallmark Gold Crown® stores providing the very best selection. The Hallmark brand also reaches consumers online at Hallmark.com, on newsstands through Hallmark Magazine, and on television through Hallmark Hall of Fame original movies and the top-rated Hallmark Channel. In addition, Hallmark publishes products in more than 30 languages and distributes them in 100 countries across the globe. The company's Crayola subsidiary provides fun and imaginative ways for children to colorfully express themselves. In 2007, privately held Hallmark reported consolidated net revenues of \$4.4 billion. Charitable giving of \$16 million a year focuses on the well-being of children and families, vibrant arts and cultural experiences, and basic services for people in need in the communities where Hallmark operates. For more information about the company, visit <http://corporate.hallmark.com>.

About United Media

United Media is a worldwide licensing and syndication company that focuses on building brand equity around a wide range of creative content. The company recently partnered with HISTORY, the award-winning cable network, as the exclusive merchandise licensing agent for the brand and its acclaimed programming that includes the popular Ice Road Truckers series. United Media licenses and/or syndicates other properties, including Peanuts, Hallmark's hoops&yoyo and Maxine, Dirty Dancing, Televisa's El Chavo, Deadliest Catch, Raggedy Ann & Andy, Precious Moments, Dilbert, and Fancy Nancy. United Media is an E. W. Scripps Company. For more information, visit www.unitedmedialicensing.com.

About The Playmates Toys Company

For over 40 years, Playmates Toys, Inc., has been among the most well respected and innovative marketing and distribution companies in the global toy industry with a proven history in both the creation of innovative and imaginative products as well as the development and management of profitable, long-term brand franchises. Core licensed character and entertainment brands include Disney® Princesses Disney Fairies, Paramount Studios/CBS "Star Trek," Warner Bros. "Terminator: Salvation" and 4Kids Entertainment/Mirage Licensing's "Teenage Mutant Ninja Turtles" and 4Kids Entertainment/"Yu-Gi-Oh." From its offices in Hong Kong, China and the United States, Playmates designs, develops, markets and distributes its products in over 60 countries worldwide.

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