

StoneAmerica Licensing

MAXIMIZING RETURN ON BRAND EQUITY

Draft

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BRIDAL BOOTCAMP SELECTS STONE AMERICA AS EXCLUSIVE LICENSING AGENT

**Significant Licensing Program to Include Reality TV, Exercise & Fitness
Equipment, Video, Entertainment, Publishing, Apparel, and More**

EAST RUTHERFORD, NJ June 6, 2005 – Stone America Licensing, LLC (www.stoneamerica.com), one of the nations leading licensing and marketing firms, announced today that Bridal Bootcamp, the new big-selling book on how to look fabulous on your big day written by fitness guru and trainer Cynthia Conde, has joined their premier list of clients. Cynthia Conde, founder of Bridal Bootcamp, states, “All women want to look their best and feel great on their wedding day. Whether that includes losing weight or just toning up, this crash course in fitness is precisely what they need to really shine on one of the most important days of their lives!” Stone America will be responsible for establishing a comprehensive licensing program, with categories including: exercise & fitness equipment, music & video, entertainment (TV reality series), publishing, apparel and more.

“We look forward to working with Bridal Bootcamp, to help the company spread its vision of helping brides everywhere look and feel great on their wedding day, and after” said Robert Stone, president of Stone America.

“I chose Stone America as our agent because of their proven track record in creating meaningful brand extension and licensing programs. I am confident in

their ability to build the Bridal Bootcamp product line, as well as further boost Bridal Bootcamp brand equity and recognition at the consumer level. With their enthusiasm for this vision, combined with their strength and influence in the industry, we will be bringing a whole new influence to the fitness industry. I am thrilled to be working with Stone America”, said Cynthia Conde.

About Bridal Bootcamp

Cynthia Conde is Director of Fitness at Gold's Gym in Astoria, New York, and is a personal trainer to many stars. Cynthia is the Owner of CMC Fitness, a nutrition and fitness company. She has worked as a certified trainer and nutritional consultant for nine years, and served as a regular on Imus in the Morning, MSNBC. She created Bridal Bootcamp after helping a bride-to-be lose more than 80 pounds - in time for her wedding! She has helped hundreds of women reach their fitness goals! Bridal Bootcamp is a complete fitness and nutrition system created especially for women, focusing on areas of the body most women want to improve, with special emphasis on looking sensational in a bridal dress. By following this easy-to-use, step-by-step program, they'll lose body fat, increase lean muscle mass, and make healthy, sustainable life changes to their diets. Bridal Bootcamp has been featured on Dateline NBC, TheKnot.com, Women's World, Channel 7 news, and Fox 5 news.

About Stone America Marketing

Stone America Marketing (www.stoneamerica.com) is a professional licensing, marketing, and sponsorship/endorsement agency that specializes in creating revenue-driven programs to help strengthen and protect corporate brands, trademarks and logos. Clients include Amanda Bynes, Jaime Pressly, International Truck & Engine, Kampgrounds of America, Laura Ashley, The Plaza, Hollander Home Fashions, Under the Canopy, The Currier & Ives Foundation, Susan Dumas, London Fog and Pacific Trail.

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