



**StoneAmerica Licensing**  
MAXIMIZING RETURN ON BRAND EQUITY

**For Immediate Release**

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**THE CURRIER & IVES FOUNDATION SELECTS STONE AMERICA AS  
EXCLUSIVE LICENSING AGENT**

**Significant Licensing Program to Include  
Home Decor, Social Expressions, Kitchen, Textile and Domestic**

**EAST RUTHERFORD, NJ April 11, 2005** – Stone America Licensing, LLC ([www.stoneamerica.com](http://www.stoneamerica.com)), one of the nation's leading licensing and marketing firms, announced today that The Currier & Ives Foundation, a non-profit corporation dedicated to preserving, cataloging, and providing education about their historic American lithographs, has joined their premier list of clients. Stone America will be responsible for establishing a comprehensive licensing program, with initial categories including: Home décor, social expressions, kitchen, textile and domestics.

“We look forward to working with The Currier & Ives Foundation, to help this historic firm spread its chronicles of the mid to late 19<sup>th</sup> century in picture, while supporting an educational cause,” said Robert Stone, president of Stone America.

“We chose Stone America because of their past successes in licensing and their commitment to maintaining a vigilant program to see that the lithography shop of Currier & Ives' 1 million+ prints (which includes more than 7500 different titles) is preserved and produced for educational purposes. 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 home décor and textile industry, while supporting a good cause. I am very excited to be working with Stone America,” said Scott Currier, Chairman of The Currier & Ives Foundation.

### **About The Currier & Ives Foundation**

The Currier & Ives Foundation ([www.currierandives.com](http://www.currierandives.com)) is a non-profit corporation dedicated to facilitating education through the use of 19th century images produced by the firms "Stodart & Currier," "N. Currier," and "Currier & Ives." The Currier & Ives Foundation develops educational packets on American history and provides these, along with sample Currier & Ives prints, to both public and private schools and charities across the United States.

### **About Stone America Marketing**

Stone America Marketing ([www.stoneamerica.com](http://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, Under The Canopy, Hollander Home Fashions, Susan Dumas, London Fog and Pacific Trail.

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