



StoneAmerica Licensing
MAXIMIZING RETURN ON BRAND EQUITY

For Immediate Release

Contact: Kerri Zupp
Stone America Licensing
phone: (201) 507-9431
kzupp@stoneamerica.com

NORMAN ROCKWELL APPOINTS STONE AMERICA AS LICENSING AGENT FOR COMPREHENSIVE HOME LIFESTYLE PROGRAM

EAST RUTHERFORD, NJ April 15, 2008 - Stone America Licensing, LLC (www.stoneamerica.com), one of the nation's leading licensing and marketing firms, announced today that Norman Rockwell, (www.rockwelllicensing.com) a legendary 20th century American painter and illustrator, has joined their premier list of clients. Stone America will be responsible for establishing a comprehensive Home Lifestyle licensing program. Similar to Stone America's past success with Laura Ashley, the Norman Rockwell Collection will include but not limited to: fabrics, furniture, paints, wall coverings, bedding, bath, tabletop, paper goods, textiles, home décor and much more!

"When Norman Rockwell Estate approached us, we immediately saw this Iconic Classic American Artist having enormous potential in becoming a Home Lifestyle program. When one thinks of Norman Rockwell you think of Americana, rich heritage that can easily be interpreted and translated into an inspired Norman Rockwell Home Collection," said Robert A. Stone, President of Stone America Licensing. "The Norman Rockwell Home Lifestyle Collection can become a classic evergreen for years to come."

"We chose Stone America because of their outstanding track record in strategic out-of-the-box licensing and their commitment to maintaining a vigilant program to see that our vision for Norman Rockwell is realized. With their enthusiasm and ability to recognize new concepts, combined with their strength and influence in the industry, we are confident that they will build a successful licensing program for Norman Rockwell," said Mary Seitz-Pagano, Licensing Director of Norman Rockwell.

About Norman Rockwell

Norman Rockwell is America's most legendary 20th century American painter and illustrator. As America's premier magazine cover illustrator for over forty years, he had an audience of readers and fans larger than that of any other artist in history. Throughout the years, he depicted a unique collection of Americana. In addition to his cover illustrations, he painted a great number of pictures and illustrations for advertising campaigns, greeting cards, calendars, book and story illustrations and even presidential portraits. Over the decades, Rockwell's artwork has found a permanent place in American psyche.

About Stone America Licensing

Stone America Licensing, one of the nation's premier full-service licensing firms, specializes in enhancing brand equity for some of the world's leading companies, individuals, trademarks and logos. Stone's unique approach maximizes brand potential through total licensing and merchandising solutions that turn brand equity into profit centers for its clients, while upholding brand integrity. Stone America has extensive experience in branded trademark extension licensing and has been involved in licensing of many Fortune 100 brands. The company's current client list includes: Laura Ashley, Bed Head TIGI, International Truck & Engine, Kampgrounds of America, Anchor Hocking, The Currier & Ives Foundation, TONI&GUY, Hang Ten, French Kitty, Jennifer Love Hewitt, Amy Diamond, Amanda Beard, Paddington Bear, Andy Capp, Mr. Crabtree, Under The Canopy, Country Diary, Girls Fight Back!, Charles Atlas, Top Gun, JLG, School of Rock, Anchor Hocking and Amy Diamond.

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