

FOR IMMEDIATE RELEASE

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Lavinia's World Premieres At
Licensing Show 2003
Lavinia's World: A Good Place To Be A Kid . . .
The Next Place To Be In Children's Licensing

Lavinia's World, a multi-dimensional entertainment company, launched a full line of character licensing children's products, ranging from illustrated story books, apparel and toys to back-to-school products, at **Licensing Show 2003**, June 10-12 , at New York City's Jacob K. Javits Convention Center.

Under the licensing umbrella of Lavinia's World, the company showcased three individual children's series:

The Little Stories of Manoosh and Baloosh (ages 3-6): Two adventurous peas learn about the world's natural phenomena.

Softi's Adventures (ages 4-7): Hamster Softi, his best friend Tally, and the supercharged Robosofti are intrepid explorers eager to discover how the world works.

The Kyss Family Mysteries(ages 6-9): Twins Ophelia and Brian Kyss travel around the world with their family, solving mysteries with the help of their dog, Chops, and computer wizard Dr. Abelard Kwizmore.

The Licensing Show 2003 premiere of Lavinia's World children's characters --- "Manoosh", "Baloosh", "Nuno," "Dropsy," "Softi", "Robosofti," "Tally" and the members of "The Kyss Family," all certain to become popular favorites and licensing classics --- provided a broad range of licensing opportunities encompassing merchandise in the paper products, toys, children's apparel, home furnishings, television, film, video, music and interactive and computer game industries.

Differentiating the Lavinia's World characters from the many licenses already crowding the marketplace was Snyder's creativity in building brand equity by employing a new and fresh visual style, reinforced by high degrees of educational and creative content.

Representing Lavinia's World licensing rights for mass market retail in-store grocery and continuity promotions is thirty-year industry veteran **Bob Elman** of **York Marketing Services** and his partner **Jerry Saslow**. Additionally, the literary division of **RLR Associates Ltd.** recently signed with author and company founder **Lavinia Branca Snyder** to represent her in the book publishing field.

A Charitable World “Gives Back” At Licensing Show

Dedicated to helping improve the quality of life for children and their families, Lavinia’s World continued its record of supporting various children’s charities by holding a daily raffle at Licensing Show 2003. At the close of each day a winner was chosen from among those who visited the company’s booth. Raffle winners were then contacted by Lavinia’s World, and \$500 contributions were made to a charity of the winner’s choosing. These charities included The March of Dimes and Instituto Cultural Mauricio de Sousa (of Brazil).

Both personally and through Lavinia’s World, Lavinia Branca Snyder has been a supporter of numerous charitable organizations, active in arts funding and children’s causes, including: Books for Kids Foundation, Brooklyn Academy of Music, Brooklyn Amity School, Little Acorns - Children and Family Programs, Inc., Memorial Sloan Kettering Cancer Center, Metropolitan Museum of Art, Museum of the City of New York, Nassau County Community Hospital - Pediatric Department, P.S. 219 - The Kennedy - King Elementary School, Roundabout Theater Company, Southampton Fresh Air Home, St. Clair School, Synergism Soccer Club, Inc. and The Tibet Children’s Fund.

To make certain everyone present at Licensing Show had the opportunity to contribute, Lavinia’s World made the company’s presence felt with a spectacular—and spectacularly colorful—eight-foot-by-four-foot column showcasing the new character licenses, the product line, and charity raffle.

“Our Licensing Show 2003 debut was a wonderful experience,” says Snyder. “We were delighted that Lavinia’s World so quickly became a destination booth. And the charity raffle is just one of the ways we hope to give something back to children and the industry.”

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