



The preeminent brand building consulting firm for toys and entertainment products.

For Immediate Release
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TOP KIDS MARKETING FIRM SNAGS HOT INDUSTRY TALENT Funosophy Grows Design, Legal Teams

Long Beach, CA (September 11, 2007) – Full-service kids' marketing and design firm Funosophy, Inc. is pleased to announce the addition of several new members to its team of seasoned toy experts.

Says Nancy Zwiers, CEO and Chief Funosopher of Funosophy, "We see a real opportunity for innovation in girls' toys – interestingly, some of the most exciting girls' designs in the past several years have come from females designing for females. As such, we're thrilled to be adding more talent to our growing girls' design team! In addition, as we've gotten more involved with smaller clients, we saw a need to offer expert legal counsel to our clients. These additions round out Funosophy's already comprehensive areas of expertise, making us the most experienced and well-rounded design and marketing resource in toys and kids' entertainment products."

Funosophy welcomes:

Janet Schriever, Staff Designer

Janet's extensive background in fashion and costume design, coupled with her explosive sense of style, has aided her in the creation of countless hot new and licensed girls' products. Janet has been a highly sought-after freelance product designer for several years and is now a full-time Funosophy employee, available to service her previous clients as well as Funosophy's growing client base. Janet will work in conjunction with **Margo Moschel**, Funosophy's Creative Director. Formerly Senior VP of Design for Mattel's Barbie brand (which grew over \$700 million dollars in annual revenue during her tenure!), Margo is an expert in identifying lifestyle and fashion trends and translating them into winning product concepts. Margo also specializes in licensing pitches and has won top properties including Hannah Montana, High School Musical, Disney Princess, and Disney Fairies.

Elizabeth Risha, Esq. Legal Counsel

Elizabeth will provide Funosophy clients legal counsel based on years of experience with Mattel as well as smaller toy companies, such as Overbreak, LLC. Her services include merchandise and inventor licensing; trademark clearance and filing; product, packaging, advertising and website review; sales rep, distribution, and manufacturing agreements; general contract review; dispute resolution; and more.

About Funosophy, Inc.:

Founded in 2000 by toy industry veteran Nancy Zwiers, Funosophy is the leading consulting firm in the toy industry, called upon by the toy, kids entertainment, and licensing industries for its talent, experience, and expertise in strategic brand building, product design, consumer research, license acquisition, and more. Providing a synergistic blend of traditional packaged goods and toy marketing, Funosophy provides cutting edge solutions through custom consulting and decision making tools.

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