

PRODUCT • LOUNGE

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Contact: Robyn Malin
Product Lounge, Inc.
(212) 253-8680
rm@productlounge.com

PRODUCT LOUNGE SIGNS CREATIVE GROWTH ART CENTER FOR LICENSING REPRESENTATION

NEW YORK, N.Y., OAKLAND, CA. - April 22, 2005 - Creative Growth, an Oakland, California non-profit art center serving severely mentally, physically and emotionally disabled artists has entered into a representation agreement with Product Lounge to develop a merchandising program based on their most critically acclaimed collection, "Hooked Up", designed by Creative Growth artists. Comprised of over one hundred vibrant, colorful, beautifully crafted hooked rugs, the collection possess the energetic quality that has attracted worldwide attention to "outsider" art. After numerous inquiries following the successful show that inaugurated the new Moss Gallery in New York City, Creative Growth has decided to make the designs available for license for the very first time. Product categories will include rugs, decorative pillows, blankets and quilts, bath accessories, beach towels, paper goods, and select gift items.

Tom di Maria, Executive Director of Creative Growth Art Center says, "The goal of the new licensing program is to raise monies to help support these programs and, at the same time, to provide exposure for our artists."

The collection, which was started in 1990, has received much critical and popular acclaim and has been featured in such publications as the current issue of Oprah At Home Magazine, ELLE

Décor and ArtReview. Creative Growth rugs have also appeared in the windows of Barney's in New York and Los Angeles and are included in prominent collections (The White House, Prince Andrew of Britain, the Cultural Arts Dept., Moscow, Russia).

Since 1973, Creative Growth has played a significant role in increasing public interest in the artistic capabilities and achievements of people with disabilities. The Creative Growth Art Center Gallery, the first established gallery for artists with disabilities in the world, was founded in 1980 with support of the National Endowment for the Arts. Creative Growth Art Center has placed the work of its artists in private collections, galleries, and major museums throughout the world including the Collection l'Art Brut in Lausanne, Switzerland; Collection l'Aracine in Lille, France; the American Visionary Art Museum in Baltimore, Maryland; the Ricco/Maresca Gallery and the American Museum of Folk Art in New York City; and the Exploratorium in San Francisco.

Jason Rubinstein, Product Lounge partner says, "We are pleased to be associated with a program where everybody has an opportunity to feel good about their involvement."

About Creative Growth

Creative Growth Art Center is a non-profit organization dedicated to the idea that people with disabilities can gain strength, enjoyment and fulfillment through the visual arts. The mission is to provide a safe environment that fosters and nurtures the creative process, and to promote and market the art of people with physical, developmental, and emotional disabilities. More information is available at www.creativegrowth.org.

About Product Lounge

Product Lounge is a New York based licensing firm that specializes in helping companies increase their brand equity and

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market penetration worldwide through licensing and project development. More information is available at www.productlounge.com.