
Marathon Projects Ltd.

Daron Worldwide Sets Sail With Carnival® Cruise Lines Licensed Toys

(Midland Park, NJ - January, 2004) Carnival Cruise Lines, the world's largest and most popular cruise operator, has signed a license agreement with Daron Worldwide, a Fairfield, NJ based toy company, to create a series of nautical-themed toys and dolls inspired by the line's "Fun Ship" cruise vacations. Marathon Projects, Carnival's licensing agent, negotiated the agreement.

Ron Marx, President of Daron Worldwide stated, "Our firm has had success over the past few years with our licensed airline programs. We have marketed toy programs under the American, United, Southwest, Delta and Continental Airlines brands and they have sold very well in the toy, hobby and gift market. With the dominance that the Carnival name has in its market and the trusted following that we have created in ours, we are very confident that we will be able to establish a new toy category -- toy cruise ships -- that will build upon the success of our airline toys. We are eager to work with Carnival, one of the most recognizable brand names in the US. With Carnival's strong identity and excellent promotional support, we expect this program to become one of our basic everyday toy programs."

Said Craig Kalter, President of Marathon Projects, "Carnival is the cruise industry leader, providing quality vacations and possessing strong consumer awareness. It's a brand name that delivers a very positive, festive image, with visions of tropical weather, sun, sea, sand, and a relaxed, enjoyable environment. Kids love playing with toy miniaturizations that are based upon key elements of our everyday lives. Whether it's cars, fashions, food, science or tools, these cultural elements are the inspirational core of what today's toys are modeled after. 'Fun Ship'-inspired toys embody these same aspirations and should find a strong niche within the toy marketplace."

Carnival is the largest and most popular cruise line in the world, with 199 "Fun Ships" operating voyages ranging from three to 16 days in length to the Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, the Panama Canal, Canada, New England and Bermuda from homeports throughout North America. The company currently has three new ships with an estimated value of \$1.33 billion scheduled for delivery over the next three years. March 1, 2004.

Daron Worldwide continues to expand with many new toy designs slated for next year. Plans for the Carnival toy program are the first in a number of toy introductions to be marketed over the next 18 months. Initial plans to commence shipment of the Carnival toy program are for spring, 2004.