
Marathon Projects Ltd.

Creative Designs Creates McDonald's Toy Drive Thru Center

(Midland Park, NJ - March, 2004) Creative Designs International based in Feasterville, Pennsylvania is expanding its licensed toy program to include a McDonald's Toy Drive-Thru Center.

President of Creative Designs Geoffrey Greenberg said, "McDonald's is the largest fast food restaurant in the world. The fun and interaction that happens between the customer and the McDonald's employee was a natural extension of our successful toy program. Just like the real drive-thru centers, we offer a window where a child can take the order, cook the burger, make French fries, dispense a soda and ring it all up on the cash register. Sound chips are built into the toy to provide more interactive role play value and to be as close as possible to the real McDonald's experience.

Stephanie Coe, Vice President of Product Development stated, "Customers love our line of McDonald's toys and we're constantly looking at new ways to expand our McDonald's toy program. We initially introduced our McDonald's Cash Register Combo Set and McDonald's Play Food Sets and both were received very well by the consumer, kids loved them. We think our McDonald's Drive Thru Center will be another outstanding item. We are currently looking at many new ideas because innovation is so critical to maintaining the momentum of a strong license."

Craig Kalter, President of Marathon Projects added, "When Marathon Projects negotiated the license agreement between McDonald's and Creative Designs in 2001, we thought it was a going to be the beginning of a very long term relationship. With the success that Creative Designs has exhibited in the first three years of the program, I am happy to say my assessment of the program was right on target. It is nice to see a licensed program fulfill the promise of its expectation as that clearly illustrates why licensing can be such a valuable tool to so many Fortune 500 Firms."