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# **Marathon Projects Ltd.**

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## **Creative Designs and Black & Decker Sign License Agreement**

(Midland Park, NJ - December, 2005) Creative Designs International based in Feasterville, PA and Black & Decker, based in Towson, MD have entered into a major toy license agreement to market Black & Decker toy tool and toy houseware sets. Marathon Projects, a NJ based licensing firm was the licensing agent that negotiated the license agreement.

Geoffrey Greenberg, President said, “Black & Decker is the largest tool manufacturer in the world. Millions have been spent by Black & Decker to promote their brand. Their logo is synonymous with hardware and do it yourself building projects. But beyond tools, Black & Decker is also the leading brand in countertop appliances. With Creative Designs being the leading firm in household role play toys, it was a perfect fit for Creative Designs to market a Black & Decker role play program for both toy tools and toy houseware sets.

Marvin Greenberg, CEO of Creative Designs commented, “Creative Designs has pursued many strong brandname licensing alliances to grow our toy business. Over the last few years we have secured brand licensing relationships with McDonald’s, Hoover, General Mills, Betty Crocker, Pillsbury, M&M’s, Mr. Clean & Dirt Devil. These relationships have propelled Creative Designs’ sales quite dramatically. To now add Black & Decker to our licensing roster brings us to a new level.”

Peter Coe, Vice President of Sales stated, “We have an excellent relationship with many retailers due to our strong sell through of our branded toy programs. Our forte has been authenticity. We invest very heavily in the brands we market to create identical toy versions for children to mirror what their parents do in their everyday lives. For Black & Decker we are planning a full toy workshop with toy drills and toy saws. We are targeting retail price points of \$14.99 for individual toy tools with prices going as high as \$39.99 for the deluxe toy playsets”.

Peter continued, “In addition, we are planning a full range of Black & Decker toy countertop appliances including, toy coffeemaker, toy mixer, toy toaster, toy food processor and toy handheld vacuum. We are targeting retail price points of \$12.99 for the individual toy houseware products”.

Creative Designs has been in the toy business since 1978. They sell all the major retailers including Wal Mart, Toys R Us and Target. Via licensing, they have successfully introduced many major corporate brands into the toy arena. Creative Designs is also the leading toy company in dress up role play toys and is successfully marketing programs under the Barbie and Disney Princess licensed brands.