



For Immediate Release

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**ALL NEW MARY ENGELBREIT® INFANT PROGRAM LAUNCHES
NATIONWIDE AT DILLARD'S**

**Infant Product Line Inspired By Mary Engelbreit's *New York Times* Best Seller
Mother Goose Set to Launch this October 2007**

New York City, June 19, 2007—United Media, a leading licensing and syndication company, today announced that Mary Engelbreit Baby®, an all new infant program inspired by renowned artist Mary Engelbreit's best selling book, *Mary Engelbreit's Mother Goose*, will launch at Dillard's this fall. The line, featuring images from popular Mother Goose nursery rhymes, includes hanging layette by Children's Apparel Network; AD Sutton diaper bags and gift sets; boxed book sets by HarperCollins; and gift bags, decorative frames, and boxes by Punch Studios. The rich product design is heavily influenced by the creative talent of Mary Engelbreit herself and Mary Engelbreit Studios in St. Louis, Mo.

In October of 2005, *Mary Engelbreit's Mother Goose* book, which features the artist's distinctive illustrative style and showcases her personal affection for classic nursery rhymes, quickly became a *New York Times* best seller. The infant line at Dillard's not only features Mary's beautiful illustrations from Mother Goose, but also conveys the warmth and purity of infancy.

"*Mother Goose* is a very special book to me, so I am happy to work with partners who value high quality products as much as I do," said Mary Engelbreit. "The merchandising combination of apparel, gifts and the book all offered together is a great opportunity for customers to find something really special for their own children or as a gift."

"As United Media continues to build the licensing program for the Mary Engelbreit brand, developing an infant program like Mary Engelbreit Baby based on Mary's beautifully drawn and iconic images from the amazingly popular *Mother Goose* book is strategically on brand," said Joshua Kislevitz, Senior Vice President, Domestic Licensing at United Media. "Partnering with Dillard's, who understand the value in producing a high quality infant line, is a natural."

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About Mary Engelbreit

Mary Engelbreit is known throughout the world for her colorful and intricate designs, which adorn 14 million greeting cards and 1 million calendars sold each year. Engelbreit holds license agreements with dozens of manufacturers to reproduce her popular illustrations on nearly 6,500 gift and home décor products including books, best-selling children's books, stationery, fabric, crafts, kitchen accessories, dinnerware and other home accents. Her art has also come to life through the children's animated video based on her best-selling book, *The Night Before Christmas*. Thousands of retailers worldwide have sold \$1 billion worth of ME products. Engelbreit is also editor-in-chief of a national magazine, *Mary Engelbreit's Home Companion*. For more information, visit www.maryengelbreit.com

About United Media

United Media (UM) is a worldwide licensing and syndication company that focuses on building brand equity around a wide range of creative content. The company recently partnered with HarperCollins on the best-selling publishing property Fancy Nancy. United Media licenses and/or syndicates other properties, including Peanuts, Precious Moments, Raggedy Ann & Andy, Televisa's "El Chavo," Dirty Dancing, Dilbert, Jakers!, Tamagotchi, Doodle Bear, Bug Rangers, and Jim Benton's "It's Happy Bunny" (Japan Only). United Media is an E.W. Scripps Company.

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