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UNITED MEDIA SIGNS SIS BOOM

Contemporary Designer's New Take on Vintage Crafts Makes its way to Retail

New York (October 25, 2007) – United Media, a leading licensing and syndication company, has signed on to represent Jennifer Byrne Paganelli’s Sis Boom, to create a sophisticated vintage home and personal accessories program. Inspired by memories of her childhood in the sparkling blue Caribbean, a successful background in commercial textiles with Knoll, and a love for all things beautiful, Sis Boom delivers a unique vintage look and feel.

Sis Boom, a name adopted from her childhood nickname given to her by her twin brother, has regularly featured products in *Country Living Magazine*, *Ladies Home Journal*, *Woman’s Day* and numerous other publications. Additionally, Jennifer is frequently a guest on television decorating shows, has conducted workshops most recently for ABC Carpet & Home in NYC, and her vintage-ornament Christmas wreaths have graced the windows of the American Folk Art Museum in New York City.

“With home design becoming more of a focus for today’s consumers, retailers are keenly aware that there is significant opportunity in the domestic décor category,” said Joshua Kislevitz, Senior Vice President, Domestic Licensing at United Media “Jennifer Paganelli’s Sis Boom combines the high-end look and feel of vintage design with a compelling modern graphic sensibility.”

“I’m excited to build another chapter to the Sis Boom story,” said Jennifer Paganelli, the designer behind the brand name. “We will be building upon the consumer excitement and retailer interest with the United Media folks with whom I’ve already become fast friends. We’ll be making a splash in the marketplace very soon. Stay tuned!”

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 to build a licensing program around the publishing phenomenon Fancy Nancy. United Media licenses and/or syndicates other properties, including Peanuts, Precious Moments, Dirty Dancing, Televisa's El Chavo, Mary Engelbreit, Raggedy Ann & Andy, and Dilbert. United Media is an E. W. Scripps Company (NYSE: SSP). For more information, visit www.unitedmedialicensing.com.

Sis Boom, LLC headquartered in Wilton, Connecticut, is a multi-dimensional design company of home furnishings, holiday decor, women's and girl's apparel, baby, bath, bedding, gift and stationery products. Specializing in unique creations that apply the vintage crafts of yesterday's artisan reinterpreted through the contemporary eye of Sis Boom's chief designer Jennifer Paganelli. For more information, please go to www.sisboom.com

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