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**UNITED MEDIA SIGNS EXCLUSIVE LICENSING REPRESENTATION AGREEMENT
FOR HALLMARK'S HOOPS&YOYO AND MAXINE CHARACTERS**

New York (January 24, 2008) – United Media (UM), a leading independent licensing and syndication company, today announced an agreement with Hallmark Cards, Inc., wherein United Media will serve as its exclusive merchandise licensing agent for the playfully irreverent hoops&yoyo, as well as the ever popular “say it like it is” character Maxine.

Born from the imaginative minds of Hallmark employees, Bob Holt and Mike Adair, hoops&yoyo have spiraled since its web launch in 2003 at a rapid and successful pace to include a highly frequented website featuring animated shorts, e-cards, a blog and select merchandise. With its unique graphic look and viral appeal, hoops&yoyo have quickly become Hallmark.com’s highest performing e-cards. Seizing on the success of the brand and recognizing the opportunity for growth and longevity, UM’s plans for hoops&yoyo include a fall 2008 roll out. Building upon Hallmark's core business of e-cards and sound cards, the company will target a broad range of product categories with an initial focus on toy, apparel & accessories, online interactive games, and room décor.

Instantly recognizable to anyone who appreciates a person who really speaks what’s on his or her mind, Maxine has experienced demonstrated success in the industry for over 20 years. With hundreds of millions of cards sold to date, this “Queen of Crabbiness” continues to be a top performer for Hallmark with books, calendars, a website and a variety of other merchandise. Leveraging its position as a hilariously frank but endearing property, UM will continue to nurture and expand the offerings for Maxine as a true evergreen property.

“Partnering with Hallmark on hoops&yoyo and Maxine is a unique opportunity to grow dynamic properties into true evergreen brands,” said Joshua Kislewitz, Senior Vice President of Domestic Licensing at United Media. “While we will be open to certain immediate possibilities, both Hallmark and United Media are focused on building these brands for the long term.”

Who are hoops&yoyo? hoops is a pink kitty. yoyo is a green bunny. Together, they’re a couple of comical, carefree friends who never fail to find the fun in any situation. And once they find it, they’re *alllllll* about sharing it, baby! www.hoopsandyoyo.com

Life according to Maxine: “Let’s face it, life can sometimes be total crap, but that shouldn’t stop us from living it to the fullest. It’s not possible to break all the rules (believe me, I’ve tried), but why bother blindly following the really stupid ones? Accept yourself for who you are, have a little fun, and never be afraid to yell it like it is.” www.maxine.com

United Media is a worldwide licensing and syndication company that focuses on building brand equity around a wide range of creative content. United Media licenses and/or syndicates other properties, including Peanuts, Precious Moments, Dirty Dancing, Televisa’s El Chavo, Mary Engelbreit, Raggedy Ann & Andy, Dilbert, and Fancy Nancy. United Media is an E. W. Scripps Company (NYSE: SSP). For more information, visit www.unitedmedialicensing.com.

