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Press Release

Liberace joins cast of famed Cardboard People

***I Love Liberace* negotiates their first licensing deal for *The Liberace Foundation* with *Advanced Graphics*, the firm famous for their Life-size Cardboard Standups of celebrities and iconic figures.**



Las Vegas, NV August 01, 2005 – The Liberace Foundation appointed the company, *I Love Liberace*, to design, develop and implement a new found licensing program focused on the high-camp-vintage images featuring Liberace during his flamboyant, outrageous and inimitable life.

With this mission in mind, *I Love Liberace* cofounder, Karan Feder, reveals “Advanced Graphics was the first licensee we approached for Liberace. We made a mockup of a Life-size Standup Liberace, took him to a trade show and spent the bulk of the show entertaining bids on the Liberace Standup! It’s not only the blue hairs that dig this Standup, it’s generations X, Y, Z, gays, straights and in-betweens!”

“Our customers would actually bemoan the fact that we didn’t offer Liberace as a Standup. Everyone felt that Liberace would make a fabulous and kitschy Standup, but the license just wasn’t available until *I Love Liberace* was onboard.” explains Steve Hoagland, Vice President, Licensing and Sales at Advanced Graphics.

Advanced Graphics adds Liberace to their family of over 300 various Cardboard People and figures. Cardboard People are marketed mainly to the giftware industry and are sold in gift, music, party, souvenir and video outlets as well through various catalog and internet channels including www.ILoveLiberace.com and www.CardboardPeople.com.

The Liberace Life-size Cardboard Standup will be officially introduced to the wholesale industry at the ASD/ASM Trade Show held at the Sands Convention Center, August 14-18, 2005, booth 4600-4601.

The Liberace Life-size Cardboard Standup will retail nationally for US\$29.95-34.95 and the Tabletop version for US\$4.99-6.99.

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