



For Books, Entertainment, Pets, Fashion, Licensing, Humor, Female Interest - "Animated Lipstick"

Hollywood Star-Strutting *Babes With Dogs*TM Receives Pat from "Friends" Producer and Expanded Books Founder, as Rolls Over for Longtime Rolling Stones Management

***Babes With Dogs*TM, the New Animated Book and Brand Created by Tany Soussana Shows Its Groove Style as Picked Up for Worldwide Management Representation by Rolling Stones Legendary Biz Whiz, Ron Schneider, and also Receives Kudos from "Friends" Producer and Expanded Books Founder, Todd Stevens**

www.BabesWithDogs.com
www.BabesWithDogs.com/book
www.BabesWithDogs.com/doggy

(LOS ANGELES: October 10, 2007): *Diva dog fashionistas beware!* There's a new player hitting it out of the dog park, if not putting on some serious tail... a fur-ious frenzy unfolding, an epidemic hitting the streets, and the numbers are climbing! It's called *Babes With Dogs*TM, the new *Animated Lipstick* book and brand created by Hollywood publicist-turned-author, **Tany Soussana**. Now adding more groove to its style, *Babes With Dogs* was picked up for worldwide management representation by music and film's legendary business wizard (the **Rolling Stones** very own brass ring-leader), **Ron Schneider**, of **CLB, Inc.**, it was announced today.

"When I first came across Tany Soussana's animated book, 'Babes With Dogs,' my instant reaction was this brand was going to be explosive and well beyond the book and animation industries, but well into multi-media cultural and social platforms — from fashion to film to music, etc. — that would take any serious diva dog fashionista, or those interested in their bow-wow world, to the next level," states Schneider. "This brand is about to redefine the day-in-a-life of any merchandiser who ever recognized the value of this whole 'women with dogs' craze. They are literally everywhere — *women and their dogs* — and this vibrant new market and scene has just begun to scratch the surface! The market here is virtually infinite, cutting some serious tail and leg as 'Babes With Dogs' is primed to cut its own serious mainstream growth, well beyond niche into the hearts and bosoms of women everywhere (including male interest and voyeur curiosity). While this brand is just catching on, its popularity and growing demand is already being favorably felt among multi-media markets!"

It's no wonder a recent cover story in *Business Week* titled, "The Pet Economy," featured a dog decked out in crown jewels (imagine a bulldog flashing her tiara) — aka, *dressed to the K9's!* Anyone say "boom-dog?" From a dog's new pampered world and growth industry, with a price tag ranking at \$41 billion per year (expected to reach \$52 billion in the next two years), one thing is certain: the female owners contributing to their "bada-bling" are not too far behind.

Another champion wowed by *Babes With Dogs* is **Todd Stevens**, the founder and executive producer of the online video program for authors, **Expanded Books**: "The title says it all, 'Babes With Dogs'... got game! Tany Soussana and her fun new book certainly cater to the dog fashionistas, while also putting on some sweet tail for the rest of us folks... and I'm a man drawn to this 'women and their dogs' craze. We get it, love it, and the world will too." Stevens is also a former producer of the hit television show, **"Friends."**

Soussana's *Babes With Dogs* (**Random Lipstick Publishing**) has not only garnered instant momentum upon release this summer, but in true "tell-tail" wagging chic, the new IT brand has added more heat to its hot diggity dog fashion statement as this very pink and delicious book is now also available in L.A.'s most posh boutiques — **Raw Style** (Santa Monica), **Diesel Books** (Malibu), and **Pets of Bel Air** (where **Britney Spears** recently found and fell in love with her infamous Yorkie puppy, **London**).

BABES WITH DOGS™**Page Two of Three...**

As a new brand that instantly drives the appeal and glamour of Hollywood, *Babes With Dogs* favorably caters to a market hungry for products that deliver a direct connection to the world of hot Hollywood babes, supermodels, fashion, and celebrities with their dogs.

The brand was originally created by Soussana, a top Hollywood publicist — and a true “babe with a dog” in her own right — after noticing the overwhelming curiosity and appeal aroused by her stories, book and subsequent brand development. “Everyone loves to enter into the sexy, saucy and sassy world of Hollywood babes with dogs,” says Soussana. “And of course it doesn’t stop there as ‘Babes With Dogs’ appeals to *all* women in touch with their *inner-babe* who have lovingly answered the call of canine nature.”

Schneider adds: “‘Babes With Dogs’ is a global business and marketing goldmine. We are currently in talks with licensing partners of interest and will be making those formal announcements at a later date. This unique brand taps into a voyeuristic market hungry for the celebrity-connection and of course everything that is *women and their dogs*. ‘Babes With Dogs’ provides licensing opportunities that will keep a dog-friendly cross-section of industries well fed... from women’s apparel and stationary goods, to gifts and novelties, and wireless-online content, among other ancillary interests. This is truly a buyer’s market.”

“BWD power” is gaining staggering momentum and doing it at top-dog speed. Now take paws to pick up today’s hot new female humor book, *Babes With Dogs: When Playing Dead is Not an Option and “Roll-Over” Really Means Something* — a latest movement, if not the “tail” of choice, among *chick lit* enthusiasts particularly keen on doing it “doggy style.” *Babes With Dogs* is all that...

- ❑ The “warm-fuzzy” call of canine nature that beckons a woman’s inner-babe.
- ❑ Day-in-a-life antics of a new, unleashed babedom that puts on the dog with the right blend of naughty and nice.
- ❑ An exclusive club takes shape among actual “babes with dogs” (the landscape and the scene), that reaches down and gives the licking that comes unconditionally.
- ❑ Now, the come-hither power of canine options in new-found light and joy: **BWD !**

Each page is a hoot and a howl — *Lap of Luxury, Doggy Style, My Doggone Reading, Lucky Bitch, Slingshot Crap-ola, Lifetime of Lickings* — and more! Are the hearts and bosoms of women everywhere increasingly playing home and refuge for dogs today? Just ask the dogs who now not only have more reason to wag their tails, but are doing it in true “*I got a babe*” style! Not one to mince bones (or words, read the book), this irrepressible babes-canine mania is ahead of its time. Hot doggy nirvana, anyone? *Babes With Dogs* could be the next best thing to women bringing out their *Inner Dog-a-logue*. Consider it a central station, the nucleus, for dishing a great “dog-a-loguing” confab among women with dogs! As Soussana suggests, “From being a lucky dog, to being a lucky bitch, aren’t we really just one big family with sometimes more poo than we bargained for anyway? At the end of the day, it all barks out loud one thing that truly matters... ‘got a dog?’”

Babes With Dogs — the book about everything to do with *talk, focus, and women relating to* life with Fido — shoots straight from the dog bowl. Apart from its novelty look, while not attempting to convince a massive intellect, it does a hidden one. Nominated for **most “Lucky Bitch” animated book in a comedic role...** *Babes With Dogs™*, bar none, takes the poo-poo out of women strutting doggy style! Make way for a new breed of book, a bodacious illustrated theme, and a diehard maternal attitude that clearly touts, “*Come to Mama!*”

“The title says it all, ‘Babes With Dogs’... got game! Tany Soussana and her fun new book certainly cater to the dog fashionistas, while also putting on some sweet tail for the rest of us folks... and I’m a man drawn to this ‘women and their dogs’ craze. We get it, love it, and the world will too.”

— TODD STEVENS,

Founder-executive producer, **Expanded Books**
Former producer, **Friends**

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BABES WITH DOGS™**Page Three of Three...****MORE ABOUT BABES WITH DOGS™**

"Sex and the City" attitude meets "Charlie Brown" canine antics. New animated book, website, video, and overall multi-media brand by Tany Soussana mixes canine mirth with bringing out a woman's inner-babe. *Babes With Dogs* is the new IT "woman and her dog" book (and animated "bow-wow") that begs, *FOR THE LOVE OF DOG!* Even Hollywood has already taken notice... it's hard to miss the media spotlight being on auto-pilot with actual celebrity "babes with dogs!" As for Hollywood babes captured strutting their best stuff, *doggy style*, the numbers are climbing! See more about this hot diggity dog fashion statement at: www.babeswithdogs.com (www.babeswithdogs.com/book, www.babeswithdogs.com/doggy). Also recognized as "Doggywood," enjoy this heart-on-a-leash tailspin lark, and if you haven't already, do pick up the doggy pace (the world of women and their love affair with dogs is alive, well, and booming - just ask Hollywood)! From the froth and frolic of the modern day woman, to a walk in the dog park of another kind, this book takes an indelible plunge into the day-to-day absurdity of what happens when – apart from a man going south – only a good dog will do. If you are a "Sex and the City" fan, or grew up with "Charlie Brown" (with a personal affinity for Snoopy), plus happen to relate to the Liz Winston quote, "I think, therefore I'm single," then this delicious and very pink book could be your new happy place! No 'faux-paws' about it! *Babes With Dogs* pays tribute to this exclusive club and new unleashed babedom. The call of canine nature that beckons a woman's inner-babe and gives the unconditional licking she deserves. Now, from Diva Dog Fashionistas who always get the last lick (*and a lil' Bada-Bling*), to the tummy-rub howl of our time... *Babes With Dogs!*

MORE ABOUT TANY SOUSSANA

Next to releasing her exciting new book, *Babes With Dogs*, Tany Soussana is also a veteran public relations professional based in Los Angeles where she has run her company, The Soussana Group, for more than nine years. Before launching on her own in Beverly Hills, Soussana was with the prestigious P.R. firm, Rogers & Cowan, where she became the founding director of its Literary Unit – a promotion which followed her successful campaign on behalf of diet book and cult fitness phenomenon, *The Zone*, as well as her tenure in the firm's celebrity and motion picture groups. She also oversaw a roster of clients that included Michael Keaton, Nick Nolte, Danny Glover, Greg Kinnear, Luke Perry, Ving Rhames, and Priscilla and Lisa Marie Presley, among other luminaries. Additionally, she contributed on the prestigious event campaigns... the Golden Globes, Grammys, Screen Actors Guild Awards, Blockbuster Entertainment Awards, and Artists Rights Foundation (where she was involved in a John Huston Award sponsorship campaign honoring filmmaker Martin Scorsese). Soussana also helped stage the "Images of Ourselves" industry conference which drew heavyweights from Hollywood, Silicon Valley and Washington D.C. All converged to project the future of entertainment with technology's rapidly changing platforms (in conjunction with the Center for the Study of Popular Culture, UCLA, Variety, and Red Herring Magazine). This special event examined the influences and ramifications of Media and Culture, Cyberspace, Supermergers, the Creative Process, and Freedom in the Digital Universe. Her more eclectic campaigns have included representing producer, Don Mischer (1996 Summer Olympics Opening and Closing Ceremonies, Atlanta), DTS, the theatrical sound company, and "Milk Cartons," the educational children's video against abduction. Of her latest developments, she has also created a new e-com business, anticipated to put a revolutionary new spin on the "spin" industry. Since her start in the music industry, earning her first Platinum Album, to her more eclectic background of today, Soussana's creative edge and signature entrepreneurial spirit – as now author and franchise creator – has created an even greater demand for exemplary niche branding that is all her style. Says the author about her muse: "My loving dog, Yoda, an American Eskimo ahead of his time who is the light of my life and the inspiration behind this book."

MORE ABOUT RON SCHNEIDER

Those familiar with Ron Schneider's mega-work and mega-enterprises, that are nothing short of entertainment history in the "I was there" making, might say the state of today's business of entertainment and the world culture, as a whole, is where it's at because, "Ron had his hand in it somehow." Those less familiar with his work have undoubtedly been touched or affected by his countless contributions in entertainment, and particularly, through rock 'n' roll's most explosive beginnings. Has the world been the same since Schneider's illustrious imprint? Most would argue not. With a start in rock 'n' roll, he is among a select handful of individuals who can honestly claim to have taken an active part in the genre's heated frenzy – today a diehard way of life that rocks on well into the ages, and for many, the best times of their lives. Schneider embarked on his career path with the coolest addition to the British invasion: the Rolling Stones. He formed his multi-media management company, CLB Inc. in 1997, which stemmed from an industrious career that is nothing short of legacy – a force and a presence, if not a worldclass standard of its own – that today's top players continue to vie for. From finance, to music management and promotion, to film and television production, and other entrepreneurial ventures, Schneider has been there, touched that, turned it into a success story, and has been doing all of it since his days of managing the Rolling Stones USA World Tours, being solely responsible for handling the merchandising rights of rock 'n' roll's most famous band. He also spearheaded the Stones' first-ever film production of one of their most historical Madison Square Garden Concerts (ultimately becoming the footage for the acclaimed "Gimme Shelter" documentary). It was successfully re-released in 1995 by Polygram Video. Schneider also acted as associate producer for the Cinemax "Sessions" jazz specials featuring such greats as Sarah Vaughan and Herbie Hancock, among others. His other company, Eurolink, was responsible for producing films, mentoring talent, and conducting international trade with offices in London, Berlin, Vienna and Prague. He also built a website for the only store in the United States that represented the Louvre as well as the majority of French Museums – La Boutique Musee – which led to establishing new relationships with computer programming talent from Netscape, Silicon Graphics, Sony, and Silicon Reef, as well as independent computer animation specialists and database/search engine creators. Schneider also became the executive producer of the children's television pilot, "Kidazzle," which made use of computer generated real-time 3D. Getting deeper into film, he also successfully negotiated for one of his musicians to perform on the soundtrack for the film, "The Thin Red Line," co-starring Sean Penn and John Travolta. As well as providing consulting for Oasis TV and Treat Entertainment/ Anderson Publishing (a Wal-Mart affiliate), Schneider was the Controller for the Internet presence of Richard Branson's Virgin Mega Stores. He continues financial consulting for entertainment business endeavors, such as The Exchange, an organization he co-founded (*"Marines have 'esprit de corps,' sports have 'team work,' but in the entertainment business, helping one another is unusual... the Exchange was formed to fill that void"*). Adding "green" to his repertoire of contributions, Schneider is also the co-founder of EarthEngine.net, in conjunction with the city of Burlington, Vermont, where he was responsible for the start-up of the film school for the University of Vermont, which maintains an environment-driven video portal.